

LIBRARY BOARD MEETING
 Tuesday April 1, 2025, 6:30pm
 Location: Storytime Room



Revised 3/28/25 - NYR

STREAM VIA ZOOM

<https://us02web.zoom.us/j/85986735998?pwd=SS9MRkJKOVBRcE0rRTN5VEtBOGZpQT09>

Meeting ID: 859 8673 5998

Passcode: Fk1S8kwf

Board of Trustees	Attended
<i>Name, Position Title, Year Board Term Expires</i>	
1. Sarah Leinweber, President, 2017-2026	
2. Erin Jelenchick, Vice President, 2020-2027	
3. Sam Dettmann, Village Board Representative, 2024-2025	
4. Nathan Christenson, School District Representative, 2024-2025	
5. Ellie Gettinger, Member, 2019-2025	
6. Claire Flannery, Member, 2020-2026	
7. Nikki DeGuire, Member, 2024-2027	
Staff	
Nyama Reed, Library Director	
Scott Lenski, Head of Adult Services	

CALL TO ORDER					
6:30	1. Statement of Public Notice				
6:31	2. Public Comment – limit to five minutes; the Board cannot discuss or act on any issue that is not duly noticed on the agenda.				
	Item	Action Desired	1st	2nd	Pass
6:33	3. Consent Agenda - Upon request of any Trustee, any item may be removed from the Consent Agenda for separate consideration under General Business. a. Minutes of February 25, 2025 meeting b. Finance Report Through January 31, 2025 c. Finance Report Through February 28, 2025 d. Department Reports e. Monthly Statistics	Motion			
6:40	4. 2024 Annual Report to DPI	Approve			
6:50	5. Fund 13 and Fund 22 Review	Discuss			
7:00	6. 2025 Collection Supplement	Approve			
7:10	7. 2025 Workplan	Discuss			
7:30	8. Strategic Plan Quote	Approve			
8:00	9. Patron Code of Conduct Policy Review	Approve			
8:15	10. Director's Report – Friends budget, Foundation Spring Campaign, Building projects, LibraryIQ, tiles	Discuss			
8:30	ADJOURNMENT	Motion			

BOARD MEETINGS

- April 7 and 21, 2025, Monday, 6:00-8:30 pm - Village of WFB Board, @Village Hall
- April 14, 2025, Monday, 6:00-7:00 pm – Foundation Board, @Library
- April 16, 2025, Wednesday, 6:00-7:15 pm - Friends of the Library Board, @Library
- April 29, 2025 Tuesday, 6:30-8:30 pm - Library Board, @Library



Board of Trustees	Attended
<i>Name, Position Title, Year Board Term Expires</i>	
1. Sarah Leinweber, President, 2017-2026	In-person
2. Erin Jelenchick, Vice President, 2020-2027	In-person, arrived at 6:35pm
3. Sam Dettmann, Village Board Representative, 2024-2025	Zoom
4. Nathan Christenson, School District Representative, 2024-2025	In-person
5. Ellie Gettinger, Member, 2019-2025	Absent
6. Claire Flannery, Member, 2020-2026	Absent
7. Nikki DeGuire, Member, 2024-2027	In-person
Staff	
Theresa Hoge, Head of Circulation	In-person
Scott Lenski, Head of Adult Services	Absent

1 student from WFBHS attended for a class assignment

CALL TO ORDER

6:30	1. Statement of Public Notice
6:31	2. Public Comment – limit to five minutes; the Board cannot discuss or act on any issue that is not duly noticed on the agenda.

	Item	Action Desired	1st	2nd	Pass
6:33	3. Consent Agenda - Upon request of any Trustee, any item may be removed from the Consent Agenda for separate consideration under General Business. a. Minutes of December 17, 2024 meeting b. Finance Report for January 1 – December 31 2024 c. Department Reports d. Monthly Statistics	Motion	DeGuire	Christensen	Unanimous

Motion to approve consent agenda as presented

	4. WFBPL Foundation Update – Amy Pequignot, Foundation President	Discuss			
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Foundation President Amy Pequignot provided an update on fundraising efforts. The Foundation initially aimed to raise \$2.5 million by the end of 2025 (\$1M for collections, \$1M for programs, \$500K for technology). Currently, it holds \$128,000 at the Greater Milwaukee Foundation (GMF), with an additional \$18,866 deposited in January. 2024 fundraising total was \$55,190. The Associated Bank account maintains \$10,000, with excess funds transferred quarterly.

2025 fundraising plans include: April 6-10 (National Library Week) & an End-of-Year Fundraiser (e.g., *Light the Library*).

- The Foundation Board will oversee donations and collaborate with Director Reed on donor prospect management.
- President Leinweber proposed clarifying which funds go directly to the Library vs. the Foundation. Trustee DeGuire suggested directing all general donations to the Foundation unless designated for a specific project.
- Pequignot requested biannual meetings with the Library Board, which expressed strong support.

	5. Meraki Upgrade Quote - Digicorp	Motion	No Motion Required		
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Ms. Hoge presented a **Digicorp** quote to relocate **Meraki Access Points** and add two new ones in the adult wing to address connectivity issues. Since the cost is well within budget, no motion was needed. She will request a typo correction and confirm next steps.

Ms. Hoge also provided information on the Alarm Panel project which begins March 17 and will take approximately six weeks. Technicians will work 7 AM – 3 PM, Monday–Friday, with some areas roped off for safety due to lift use in the Adult Wing.

	ADJOURNMENT	Motion	Christensen	Dettmann	Unanimous
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GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2024	ORIGINAL	01/31/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	
Fund 13 - Library Special Revenue Fund						
Revenues						
Function: Unclassified						
Dept 00000						
Taxes						
13-00000-41100	Property Taxes	900,526.00	930,490.00	0.00	930,490.00	0.00
Taxes		900,526.00	930,490.00	0.00	930,490.00	0.00
Intergovernmental Revenue						
13-00000-43792	Other Grants	3,300.00	2,000.00	0.00	2,000.00	0.00
Intergovernmental Revenue		3,300.00	2,000.00	0.00	2,000.00	0.00
Intergovernmental Revenue						
13-00000-43793	Library MCFLS RB Payment	58,091.00	75,948.00	76,193.00	(245.00)	100.32
Intergovernmental Revenue		58,091.00	75,948.00	76,193.00	(245.00)	100.32
Fines, Fees, Penalties						
13-00000-45209	LIBRARY FINES	22,740.18	25,000.00	4,027.53	20,972.47	16.11
13-00000-45210	Library Replacement Cards	68.60	150.00	4.00	146.00	2.67
13-00000-45224	LIBRARY DAMAGE RECOVERY	(11.95)	0.00	0.00	0.00	0.00
Fines, Fees, Penalties		22,796.83	25,150.00	4,031.53	21,118.47	16.03
Public Charges for Services						
13-00000-46710	LIBRARY LAPTOP RENTALS	0.00	0.00	0.00	0.00	0.00
13-00000-46711	LIBRARY CIRCULATION CHARGES	0.00	0.00	0.00	0.00	0.00
13-00000-46712	LIBRARY ROOM RENT	4,155.45	5,500.00	0.00	5,500.00	0.00
13-00000-46713	LIBRARY COPY AND FAX FEES	6,368.96	5,500.00	472.86	5,027.14	8.60
13-00000-46714	LIBRARY DVD RENTALS	0.00	0.00	0.00	0.00	0.00
13-00000-46715	MISCELLANEOUS REVENUE	861.93	0.00	(170.49)	170.49	100.00
Public Charges for Services		11,386.34	11,000.00	302.37	10,697.63	2.75
Miscellaneous Revenue						
13-00000-48501	LIBRARY DONATIONS	4,330.00	2,000.00	450.00	1,550.00	22.50
13-00000-48502	LIBRARY DON - FRIENDS OF WFB	0.00	0.00	0.00	0.00	0.00
13-00000-48901	MISC REV	0.00	0.00	0.00	0.00	0.00
Miscellaneous Revenue		4,330.00	2,000.00	450.00	1,550.00	22.50
Other Financing Sources						
13-00000-49200	TRANSFER FROM OTHER FUNDS	0.00	0.00	0.00	0.00	0.00
Other Financing Sources		0.00	0.00	0.00	0.00	0.00
Unclassified						

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	
		12/31/2024	ORIGINAL	01/31/2025	BALANCE	% BDGT
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	USED
13-00000-48504	Restricted Donation	0.00	0.00	0.00	0.00	0.00
13-00000-48504-1200	Restricted Donation	0.00	0.00	0.00	0.00	0.00
13-00000-49600	FUND BALANCE ADJUSTMENT	0.00	0.00	0.00	0.00	0.00
Unclassified		0.00	0.00	0.00	0.00	0.00
Total Dept 00000		1,000,430.17	1,046,588.00	80,976.90	965,611.10	7.74
Total - Function Unclassified		1,000,430.17	1,046,588.00	80,976.90	965,611.10	7.74
TOTAL REVENUES		1,000,430.17	1,046,588.00	80,976.90	965,611.10	7.74

Expenditures

Function: Unclassified

Dept 93000 - LIBRARY SALARIES

Unclassified

13-93000-50100	Salaries	588,245.06	616,620.00	43,388.16	573,231.84	7.04
13-93000-50101	Wages	0.00	0.00	0.00	0.00	0.00
13-93000-50150	FICA Tax	44,553.57	47,171.00	3,281.49	43,889.51	6.96
13-93000-50160	Health/Dental Insurance Premium	57,446.28	65,106.00	5,435.24	59,670.76	8.35
13-93000-50161	Health Insurance Deductible (Direct Pay)	1,945.00	1,450.00	62.50	1,387.50	4.31
13-93000-50170	Retirement Contribution - ER portion	30,561.21	31,430.00	2,346.09	29,083.91	7.46
13-93000-50180	Group Life Insurance Premium	1,499.30	1,656.00	137.75	1,518.25	8.32
13-93000-50181	Disability Insurance Premium	0.00	1,656.00	0.00	1,656.00	0.00
Unclassified		724,250.42	765,089.00	54,651.23	710,437.77	7.14
Total Dept 93000 - LIBRARY SALARIES		724,250.42	765,089.00	54,651.23	710,437.77	7.14

Dept 93200 - LIBRARY ADM EXP

Unclassified

13-93200-50190	Training/Meetings/Travel	6,223.56	4,500.00	45.00	4,455.00	1.00
13-93200-50191	Membership Dues	1,088.10	1,200.00	129.00	1,071.00	10.75
13-93200-50194	Personnel Related Expenses	803.45	700.00	0.00	700.00	0.00
13-93200-50200	Professional/consulting serv	0.00	0.00	0.00	0.00	0.00
13-93200-50220	Attorney Contract	0.00	0.00	0.00	0.00	0.00
13-93200-50250	Utilities	49,650.15	52,000.00	1,529.52	50,470.48	2.94
13-93200-50251	Telephone/Internet	6,443.93	6,000.00	0.00	6,000.00	0.00
13-93200-50300	Office Supplies	2,208.51	2,000.00	0.00	2,000.00	0.00
13-93200-50301	Printing/Publishing/Copies	450.00	500.00	0.00	500.00	0.00
13-93200-50302	Postage	10.89	25.00	0.00	25.00	0.00
13-93200-50303	Covid Supplies	27.98	300.00	0.00	300.00	0.00
13-93200-50360	Building Maintenance	22,046.99	13,000.00	375.00	12,625.00	2.88
13-93200-50428	Library Director Designated	51,721.93	0.00	0.00	0.00	0.00
13-93200-50750	Contingency	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT
		12/31/2024	ORIGINAL	01/31/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	USED
13-93200-50760	Sales Tax	342.52	500.00	48.80	451.20	9.76
13-93200-50761	Bank Fees	0.00	0.00	0.00	0.00	0.00
Unclassified		141,018.01	80,725.00	2,127.32	78,597.68	2.64
Total Dept 93200 - LIBRARY ADM EXP		141,018.01	80,725.00	2,127.32	78,597.68	2.64
Dept 93300 - LIBRARY EQUIPMENT						
Unclassified						
13-93300-50201	Contractual/Consulting Services	0.00	0.00	0.00	0.00	0.00
13-93300-50240	IT Support Contract Services	28,279.78	28,000.00	1,632.00	26,368.00	5.83
13-93300-50246	General software support	0.00	0.00	0.00	0.00	0.00
13-93300-50304	IT/computer supplies	0.00	0.00	0.00	0.00	0.00
13-93300-50310	Computer/Equipment Maintenance	0.00	0.00	0.00	0.00	0.00
13-93300-50311	Copier Maintenance/Repair	3,176.16	3,500.00	17.23	3,482.77	0.49
13-93300-50312	Material Processing/Repairs	3,481.34	3,700.00	1,200.03	2,499.97	32.43
13-93300-50350	Maintenance Service & Supplies	33,960.00	34,050.00	0.00	34,050.00	0.00
13-93300-50351	Custodial Supplies	3,785.06	6,000.00	170.62	5,829.38	2.84
13-93300-50360	Building Maintenance	0.00	0.00	0.00	0.00	0.00
13-93300-50369	Library Interior	0.00	0.00	0.00	0.00	0.00
13-93300-50400	MCFLS Supplies	1,955.74	1,600.00	0.00	1,600.00	0.00
Unclassified		74,638.08	76,850.00	3,019.88	73,830.12	3.93
Total Dept 93300 - LIBRARY EQUIPMENT		74,638.08	76,850.00	3,019.88	73,830.12	3.93
Dept 93400 - LIBR PROG/SERVICES						
Unclassified						
13-93400-50401	MCFLS Membership	15,544.00	22,674.00	0.00	22,674.00	0.00
13-93400-50402	Programs - Adult	0.00	500.00	0.00	500.00	0.00
13-93400-50403	Programs - Children	507.74	500.00	0.00	500.00	0.00
13-93400-50415	Programs - Young Adults	0.00	250.00	0.00	250.00	0.00
Unclassified		16,051.74	23,924.00	0.00	23,924.00	0.00
Total Dept 93400 - LIBR PROG/SERVICES		16,051.74	23,924.00	0.00	23,924.00	0.00
Dept 93500 - LIBRARY COLLECTIONS						
Unclassified						
13-93500-50410	Library Collection Materials	103,580.95	100,000.00	1,308.47	98,691.53	1.31
13-93500-50411	Adult Fiction Books	0.00	0.00	0.00	0.00	0.00
13-93500-50412	Adult Audio Books	0.00	0.00	0.00	0.00	0.00
13-93500-50413	Adult DVD's	0.00	0.00	0.00	0.00	0.00
13-93500-50414	Adult Music	0.00	0.00	0.00	0.00	0.00
13-93500-50415	Programs - Young Adults	0.00	0.00	0.00	0.00	0.00
13-93500-50416	Juvenile Music	0.00	0.00	0.00	0.00	0.00
13-93500-50417	Juvenile Film	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2024	ORIGINAL BUDGET	01/31/2025	BALANCE	
		NORMAL (ABNORMAL)		NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	
13-93500-50420	Library Periodicals	0.00	0.00	0.00	0.00	0.00
13-93500-50421	Library Databases	0.00	0.00	0.00	0.00	0.00
13-93500-50422	Library DVD Rentals	0.00	0.00	0.00	0.00	0.00
13-93500-50806	Traffic Lights & Signals	0.00	0.00	0.00	0.00	0.00
Unclassified		103,580.95	100,000.00	1,308.47	98,691.53	1.31
Total Dept 93500 - LIBRARY COLLECTIONS		103,580.95	100,000.00	1,308.47	98,691.53	1.31
Dept 98000 - CAPITAL EQUIPMENT						
Unclassified						
13-98000-50429	Website Project	0.00	0.00	0.00	0.00	0.00
13-98000-50430	Library Capital	0.00	0.00	0.00	0.00	0.00
Unclassified		0.00	0.00	0.00	0.00	0.00
Total Dept 98000 - CAPITAL EQUIPMENT		0.00	0.00	0.00	0.00	0.00
Total - Function Unclassified		1,059,539.20	1,046,588.00	61,106.90	985,481.10	5.84
TOTAL EXPENDITURES		1,059,539.20	1,046,588.00	61,106.90	985,481.10	5.84
Fund 13 - Library Special Revenue Fund:						
TOTAL REVENUES		1,000,430.17	1,046,588.00	80,976.90	965,611.10	7.74
TOTAL EXPENDITURES		1,059,539.20	1,046,588.00	61,106.90	985,481.10	5.84
NET OF REVENUES & EXPENDITURES		(59,109.03)	0.00	19,870.00	(19,870.00)	100.00
BEG. FUND BALANCE		159,209.37	159,209.37	159,209.37		
NET OF REVENUES/EXPENDITURES - 2024				(59,109.03)	(59,109.03)	
END FUND BALANCE		100,100.34	159,209.37	119,970.34		

GL NUMBER	DESCRIPTION	END BALANCE		YTD BALANCE		AVAILABLE	
		NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	BALANCE	% BDGT USED
		12/31/2024	2025	01/31/2025			
Fund 22 - LIBRARY EXPANSION FUND							
	Total Revenue:	14,798.45	0.00	1,085.99	(1,085.99)	100.00	
	Net - Dept 00000	14,798.45	0.00	1,085.99	(1,085.99)		
	Total Expenditure:	0.00	0.00	0.00	0.00	0.00	0.00
	Net - Dept 93300 - LIBRARY EQUIPMENT	0.00	0.00	0.00	0.00		
	Total Expenditure:	0.00	0.00	0.00	0.00	0.00	0.00
	Net - Dept 93500 - LIBRARY COLLECTIONS	0.00	0.00	0.00	0.00		
	Total Expenditure:	0.00	0.00	0.00	0.00	0.00	0.00
	Net - Dept 93900 - LIBRARY EXPANSION PF	0.00	0.00	0.00	0.00		

Fund 22 - LIBRARY EXPANSION FUND:							
	TOTAL REVENUES	14,798.45	0.00	1,085.99	(1,085.99)	100.00	
	TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00	0.00
	NET OF REVENUES & EXPENDITURES	14,798.45	0.00	1,085.99	(1,085.99)	100.00	
	BEG. FUND BALANCE	73,988.36	73,988.36	73,988.36			
	NET OF REVENUES/EXPENDITURES - 2024			14,798.45	14,798.45		
	END FUND BALANCE	88,786.81	73,988.36	89,872.80			

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 13 Library Special Revenue Fund							
01/01/2025			13-00000-11100 CASH IN BANK	BEG. BALANCE			147,127.30
01/03/2025	CD	CHK	SUMMARY CD 01/03/2025			10,366.21	136,761.09
01/05/2025	GJ	JE	Library - stripe monthly deposit	5811	296.05		137,057.14
01/08/2025	CR	RCPT	Daily Library Receipts	226257	281.69		137,338.83
01/09/2025	CD	CHK	SUMMARY CD 01/09/2025			2,582.75	134,756.08
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025			20,971.27	113,784.81
01/10/2025	CD	CHK	SUMMARY CD 01/10/2025			4,092.82	109,691.99
01/17/2025	GJ	JE	Quarterly utility payments	5774		1,529.52	108,162.47
01/17/2025	CD	CHK	SUMMARY CD 01/17/2025			2,455.79	105,706.68
01/20/2025	CR	RCPT	Daily Library Receipts	227779	831.77		106,538.45
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025			26,510.88	80,027.57
01/24/2025	CD	CHK	SUMMARY CD 01/24/2025			7,790.09	72,237.48
01/24/2025	GJ	JE	Monthly Sales Tax ACH Payment	5780		48.80	72,188.68
01/26/2025	CR	RCPT	Daily Library Receipts	228396	79,270.10		151,458.78
01/30/2025	CR	RCPT	Daily Library Receipts	228712	557.20		152,015.98
01/31/2025	GJ	JE	Monthly WRS ACH Payment	5773		3,527.29	148,488.69
01/31/2025	CD	CHK	SUMMARY CD 01/31/2025			8,075.32	140,413.37
01/31/2025			13-00000-11100	END BALANCE	81,236.81	87,950.74	140,413.37
01/01/2025			13-00000-12100 TAXES RECEIVABLE	BEG. BALANCE			930,490.00
01/31/2025			13-00000-12100	END BALANCE	0.00	0.00	930,490.00
01/01/2025			13-00000-12200 ACCOUNTS RECEIVABLE	BEG. BALANCE			170.49
01/01/2025	ADJ	JE	To Reverse Manual Journal Entry: 5870	5871		170.49	0.00
01/31/2025			13-00000-12200	END BALANCE	0.00	170.49	0.00
01/01/2025			13-00000-15001 PREPAIDS	BEG. BALANCE			691.02
01/31/2025			13-00000-15001	END BALANCE	0.00	0.00	691.02
01/01/2025			13-00000-21100 ACCOUNTS PAYABLE	BEG. BALANCE			(30,573.71)
01/03/2025	CD	CHK	SUMMARY CD 01/03/2025		10,366.21		(20,207.50)
01/09/2025	CD	CHK	SUMMARY CD 01/09/2025		2,582.75		(17,624.75)
01/10/2025	CD	CHK	SUMMARY CD 01/10/2025		4,092.82		(13,531.93)
01/13/2025	AP	INV	BRODART CO. LAMINATING ROLLS	650896		440.64	(13,972.57)
01/13/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION 2024 MEMBERSHIP RENEWAL (3 INDIVIDUALS)	21860		129.00	(14,101.57)

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/14/2025	AP	INV	FORWARD TS, LTD BLACK TONER	AR244359		17.23	(14,118.80)
01/15/2025	AP	INV	SMIOTA INC. ANNUAL MAINTENANCE 1/1 - 12/31/2025	13087		1,632.00	(15,750.80)
01/15/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION LIBRARY LEGISLATIVE DAY 2025 REGISTRATIO	22357		45.00	(15,795.80)
01/17/2025	CD	CHK	SUMMARY CD 01/17/2025		2,455.79		(13,340.01)
01/22/2025	AP	INV	DEMCO MISC MATERIAL PROCESSING SUPPLIES	7588842		759.39	(14,099.40)
01/22/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	85849011		282.45	(14,381.85)
01/22/2025	AP	INV	EBSCO MISC TITLE	2502865		11.00	(14,392.85)
01/22/2025	AP	INV	BLACKSTONE PUBLISHING LIBRARY CDS	2183231		80.00	(14,472.85)
01/24/2025	CD	CHK	SUMMARY CD 01/24/2025		7,790.09		(6,682.76)
01/29/2025	AP	INV	DELTA DENTAL OF WISCONSIN FEBRUARY 2025 PREMIUMS	2279605		251.68	(6,934.44)
01/29/2025	AP	INV	UNITED HEALTHCARE FEBRUARY 2025 PREMIUMS	177474351657		4,433.56	(11,368.00)
01/29/2025	AP	INV	SECURIAN FINANCIAL GROUP, INC. FEBRUARY PREMIUMS	045702 - 2/25		137.75	(11,505.75)
01/29/2025	AP	INV	GALE MISC TITLES	86410016		29.59	(11,535.34)
01/29/2025	AP	INV	GALE MISC TITLES	86191431		52.48	(11,587.82)
01/29/2025	AP	INV	GALE MISC TITLE	86321842		19.99	(11,607.81)
01/29/2025	AP	INV	ROBB GREGG JANUARY 2025 GARDEN	2025-01		375.00	(11,982.81)
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	85941550		44.10	(12,026.91)
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86046923		415.67	(12,442.58)
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86010270		171.37	(12,613.95)
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86046922		16.32	(12,630.27)
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86118719		185.50	(12,815.77)
01/29/2025	AP	INV	STAPLES ADVANTAGE	6022740528		170.62	(12,986.39)

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance

			PAPER TOWEL & TOILET PAPER				
01/31/2025	CD	CHK	SUMMARY CD 01/31/2025		8,075.32		(4,911.07)
01/31/2025			13-00000-21100	END BALANCE	35,362.98	9,700.34	(4,911.07)
01/01/2025			13-00000-21550 DEPOSITS/SUSPENSE	BEG. BALANCE			0.00
01/20/2025	CR	RCPT	DEPOSITS/SUSPENSE	227779		9.28	(9.28)
01/30/2025	CR	RCPT	DEPOSITS/SUSPENSE	228712		80.14	(89.42)
01/31/2025			13-00000-21550	END BALANCE	0.00	89.42	(89.42)
01/01/2025			13-00000-24600 DEFERRED REVENUE - TAXES	BEG. BALANCE			(930,490.00)
01/31/2025			13-00000-24600	END BALANCE	0.00	0.00	(930,490.00)
01/01/2025			13-00000-25199 ACCRUED PAYROLL	BEG. BALANCE			(14,679.90)
01/31/2025			13-00000-25199	END BALANCE	0.00	0.00	(14,679.90)
01/01/2025			13-00000-25400 WRS Retirement - Payroll Deduction	BEG. BALANCE			(2,634.86)
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025			1,079.63	(3,714.49)
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025			1,266.46	(4,980.95)
01/31/2025	GJ	JE	Monthly WRS ACH Payment	5773	3,527.29		(1,453.66)
01/31/2025			13-00000-25400	END BALANCE	3,527.29	2,346.09	(1,453.66)
01/01/2025			13-00000-28100 SURPLUS	BEG. BALANCE			(159,209.37)
01/31/2025			13-00000-28100	END BALANCE	0.00	0.00	(159,209.37)
01/01/2025			13-00000-43793 Library MCFLS RB Payment	BEG. BALANCE			0.00
01/26/2025	CR	RCPT	Library MCFLS RB Payment	228396		76,193.00	(76,193.00)
01/31/2025			13-00000-43793	END BALANCE	0.00	76,193.00	(76,193.00)
01/01/2025			13-00000-45209 LIBRARY FINES	BEG. BALANCE			0.00
01/05/2025	GJ	JE	Library - stripe monthly deposit	5811		296.05	(296.05)
01/08/2025	CR	RCPT	LIBRARY FINES	226257		212.39	(508.44)
01/20/2025	CR	RCPT	LIBRARY FINES	227779		272.59	(781.03)
01/26/2025	CR	RCPT	LIBRARY FINES	228396		3,077.10	(3,858.13)
01/30/2025	CR	RCPT	LIBRARY FINES	228712		169.40	(4,027.53)
01/31/2025			13-00000-45209	END BALANCE	0.00	4,027.53	(4,027.53)
01/01/2025			13-00000-45210 Library Replacement Cards	BEG. BALANCE			0.00
01/08/2025	CR	RCPT	Library Replacement Cards	226257		2.00	(2.00)

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/20/2025	CR	RCPT	Library Replacement Cards	227779		2.00	(4.00)
01/31/2025			13-00000-45210	END BALANCE	0.00	4.00	(4.00)
01/01/2025			13-00000-46713 LIBRARY COPY AND FAX FEES	BEG. BALANCE			0.00
01/08/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	226257		67.30	(67.30)
01/20/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	227779		97.90	(165.20)
01/30/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	228712		307.66	(472.86)
01/31/2025			13-00000-46713	END BALANCE	0.00	472.86	(472.86)
01/01/2025			13-00000-46715 MISCELLANEOUS REVENUE	BEG. BALANCE			0.00
01/01/2025	ADJ	JE	To Reverse Manual Journal Entry: 5870	5871	170.49		170.49
01/31/2025			13-00000-46715	END BALANCE	170.49	0.00	170.49
01/01/2025			13-00000-48501 LIBRARY DONATIONS	BEG. BALANCE			0.00
01/20/2025	CR	RCPT	LIBRARY DONATIONS	227779		450.00	(450.00)
01/31/2025			13-00000-48501	END BALANCE	0.00	450.00	(450.00)
01/01/2025			13-93000-50100 Salaries	BEG. BALANCE			0.00
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025		19,524.64		19,524.64
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025		23,863.52		43,388.16
01/31/2025			13-93000-50100	END BALANCE	43,388.16	0.00	43,388.16
01/01/2025			13-93000-50150 FICA Tax	BEG. BALANCE			0.00
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025		1,446.63		1,446.63
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025		1,834.86		3,281.49
01/31/2025			13-93000-50150	END BALANCE	3,281.49	0.00	3,281.49
01/01/2025			13-93000-50160 Health/Dental Insurance Premium	BEG. BALANCE			0.00
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025		5,435.24		5,435.24
01/31/2025			13-93000-50160	END BALANCE	5,435.24	0.00	5,435.24
01/01/2025			13-93000-50161 Health Insurance Deductible (Direct Pay)	BEG. BALANCE			0.00
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025		62.50		62.50
01/31/2025			13-93000-50161	END BALANCE	62.50	0.00	62.50
01/01/2025			13-93000-50170 Retirement Contribution - ER portion	BEG. BALANCE			0.00
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025		1,079.63		1,079.63
01/24/2025	PR	CHK	SUMMARY PR 01/24/2025		1,266.46		2,346.09
01/31/2025			13-93000-50170	END BALANCE	2,346.09	0.00	2,346.09
01/01/2025			13-93000-50180 Group Life Insurance Premium	BEG. BALANCE			0.00

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/10/2025	PR	CHK	SUMMARY PR 01/10/2025		137.75		137.75
01/31/2025			13-93000-50180	END BALANCE	137.75	0.00	137.75
01/01/2025			13-93200-50190 Training/Meetings/Travel	BEG. BALANCE			0.00
01/15/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION LIBRARY LEGISLATIVE DAY 2025 REGISTRATIO	22357	45.00		45.00
01/31/2025			13-93200-50190	END BALANCE	45.00	0.00	45.00
01/01/2025			13-93200-50191 Membership Dues	BEG. BALANCE			0.00
01/13/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION 2024 MEMBERSHIP RENEWAL (3 INDIVIDUALS)	21860	129.00		129.00
01/31/2025			13-93200-50191	END BALANCE	129.00	0.00	129.00
01/01/2025			13-93200-50250 Utilities	BEG. BALANCE			0.00
01/17/2025	GJ	JE	Quarterly utility payments	5774	1,529.52		1,529.52
01/31/2025			13-93200-50250	END BALANCE	1,529.52	0.00	1,529.52
01/01/2025			13-93200-50360 Building Maintenance	BEG. BALANCE			0.00
01/29/2025	AP	INV	ROBB GREGG JANUARY 2025 GARDEN	2025-01	375.00		375.00
01/31/2025			13-93200-50360	END BALANCE	375.00	0.00	375.00
01/01/2025			13-93200-50760 Sales Tax	BEG. BALANCE			0.00
01/24/2025	GJ	JE	Monthly Sales Tax ACH Payment	5780	48.80		48.80
01/31/2025			13-93200-50760	END BALANCE	48.80	0.00	48.80
01/01/2025			13-93300-50240 IT Support Contract Services	BEG. BALANCE			0.00
01/15/2025	AP	INV	SMIOTA INC. ANNUAL MAINTENANCE 1/1 - 12/31/2025	13087	1,632.00		1,632.00
01/31/2025			13-93300-50240	END BALANCE	1,632.00	0.00	1,632.00
01/01/2025			13-93300-50311 Copier Maintenance/Repair	BEG. BALANCE			0.00
01/14/2025	AP	INV	FORWARD TS, LTD BLACK TONER	AR244359	17.23		17.23
01/31/2025			13-93300-50311	END BALANCE	17.23	0.00	17.23
01/01/2025			13-93300-50312 Material Processing/Repairs	BEG. BALANCE			0.00
01/13/2025	AP	INV	BRODART CO. LAMINATING ROLLS	650896	440.64		440.64
01/22/2025	AP	INV	DEMCO MISC MATERIAL PROCESSING SUPPLIES	7588842	759.39		1,200.03

03/28/2025 GL ACTIVITY REPORT FOR WHITEFISH BAY
 TRANSACTIONS FROM 01/01/2025 TO 01/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
01/31/2025			13-93300-50312	END BALANCE	1,200.03	0.00	1,200.03
01/01/2025			13-93300-50351 Custodial Supplies	BEG. BALANCE			0.00
01/29/2025	AP	INV	STAPLES ADVANTAGE	6022740528	170.62		170.62
			PAPER TOWEL & TOILET PAPER				
01/31/2025			13-93300-50351	END BALANCE	170.62	0.00	170.62
01/01/2025			13-93500-50410 Library Collection Materials	BEG. BALANCE			0.00
01/22/2025	AP	INV	INGRAM LIBRARY SERVICES	85849011	282.45		282.45
			MISC TITLES				
01/22/2025	AP	INV	EBSCO	2502865	11.00		293.45
			MISC TITLE				
01/22/2025	AP	INV	BLACKSTONE PUBLISHING	2183231	80.00		373.45
			LIBRARY CDS				
01/29/2025	AP	INV	GALE	86410016	29.59		403.04
			MISC TITLES				
01/29/2025	AP	INV	GALE	86191431	52.48		455.52
			MISC TITLES				
01/29/2025	AP	INV	GALE	86321842	19.99		475.51
			MISC TITLE				
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES	85941550	44.10		519.61
			MISC TITLES				
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES	86046923	415.67		935.28
			MISC TITLES				
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES	86010270	171.37		1,106.65
			MISC TITLES				
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES	86046922	16.32		1,122.97
			MISC TITLE				
01/29/2025	AP	INV	INGRAM LIBRARY SERVICES	86118719	185.50		1,308.47
			MISC TITLES				
01/31/2025			13-93500-50410	END BALANCE	1,308.47	0.00	1,308.47

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2024	ORIGINAL	02/28/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	
Fund 13 - Library Special Revenue Fund						
Revenues						
Function: Unclassified						
Dept 00000						
Taxes						
13-00000-41100	Property Taxes	900,526.00	930,490.00	0.00	930,490.00	0.00
Taxes		900,526.00	930,490.00	0.00	930,490.00	0.00
Intergovernmental Revenue						
13-00000-43792	Other Grants	3,300.00	2,000.00	0.00	2,000.00	0.00
Intergovernmental Revenue		3,300.00	2,000.00	0.00	2,000.00	0.00
Intergovernmental Revenue						
13-00000-43793	Library MCFLS RB Payment	58,091.00	75,948.00	76,193.00	(245.00)	100.32
Intergovernmental Revenue		58,091.00	75,948.00	76,193.00	(245.00)	100.32
Fines, Fees, Penalties						
13-00000-45209	LIBRARY FINES	22,740.18	25,000.00	5,012.50	19,987.50	20.05
13-00000-45210	Library Replacement Cards	68.60	150.00	8.00	142.00	5.33
13-00000-45224	LIBRARY DAMAGE RECOVERY	(11.95)	0.00	0.00	0.00	0.00
Fines, Fees, Penalties		22,796.83	25,150.00	5,020.50	20,129.50	19.96
Public Charges for Services						
13-00000-46710	LIBRARY LAPTOP RENTALS	0.00	0.00	0.00	0.00	0.00
13-00000-46711	LIBRARY CIRCULATION CHARGES	0.00	0.00	0.00	0.00	0.00
13-00000-46712	LIBRARY ROOM RENT	4,155.45	5,500.00	0.00	5,500.00	0.00
13-00000-46713	LIBRARY COPY AND FAX FEES	6,368.96	5,500.00	1,037.90	4,462.10	18.87
13-00000-46714	LIBRARY DVD RENTALS	0.00	0.00	0.00	0.00	0.00
13-00000-46715	MISCELLANEOUS REVENUE	861.93	0.00	0.00	0.00	0.00
Public Charges for Services		11,386.34	11,000.00	1,037.90	9,962.10	9.44
Miscellaneous Revenue						
13-00000-48501	LIBRARY DONATIONS	4,330.00	2,000.00	450.00	1,550.00	22.50
13-00000-48502	LIBRARY DON - FRIENDS OF WFB	0.00	0.00	0.00	0.00	0.00
13-00000-48901	MISC REV	0.00	0.00	0.00	0.00	0.00
Miscellaneous Revenue		4,330.00	2,000.00	450.00	1,550.00	22.50
Other Financing Sources						
13-00000-49200	TRANSFER FROM OTHER FUNDS	0.00	0.00	0.00	0.00	0.00
Other Financing Sources		0.00	0.00	0.00	0.00	0.00
Unclassified						

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT
		12/31/2024	ORIGINAL	02/28/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	USED
13-00000-48504	Restricted Donation	0.00	0.00	0.00	0.00	0.00
13-00000-48504-1200	Restricted Donation	0.00	0.00	0.00	0.00	0.00
13-00000-49600	FUND BALANCE ADJUSTMENT	0.00	0.00	0.00	0.00	0.00
Unclassified		0.00	0.00	0.00	0.00	0.00
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Total Dept 00000		1,000,430.17	1,046,588.00	82,701.40	963,886.60	7.90
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Total - Function Unclassified		1,000,430.17	1,046,588.00	82,701.40	963,886.60	7.90
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TOTAL REVENUES		1,000,430.17	1,046,588.00	82,701.40	963,886.60	7.90
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Expenditures						
Function: Unclassified						
Dept 93000 - LIBRARY SALARIES						
Unclassified						
13-93000-50100	Salaries	588,245.06	616,620.00	90,907.47	525,712.53	14.74
13-93000-50101	Wages	0.00	0.00	0.00	0.00	0.00
13-93000-50150	FICA Tax	44,553.57	47,171.00	6,867.21	40,303.79	14.56
13-93000-50160	Health/Dental Insurance Premium	57,446.28	65,106.00	10,870.48	54,235.52	16.70
13-93000-50161	Health Insurance Deductible (Direct Pay)	1,945.00	1,450.00	3,115.00	(1,665.00)	214.83
13-93000-50170	Retirement Contribution - ER portion	30,561.21	31,430.00	4,805.26	26,624.74	15.29
13-93000-50180	Group Life Insurance Premium	1,499.30	1,656.00	275.50	1,380.50	16.64
13-93000-50181	Disability Insurance Premium	0.00	1,656.00	0.00	1,656.00	0.00
Unclassified		724,250.42	765,089.00	116,840.92	648,248.08	15.27
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Total Dept 93000 - LIBRARY SALARIES		724,250.42	765,089.00	116,840.92	648,248.08	15.27
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Dept 93200 - LIBRARY ADM EXP						
Unclassified						
13-93200-50190	Training/Meetings/Travel	6,223.56	4,500.00	90.00	4,410.00	2.00
13-93200-50191	Membership Dues	1,088.10	1,200.00	354.00	846.00	29.50
13-93200-50194	Personnel Related Expenses	803.45	700.00	0.00	700.00	0.00
13-93200-50200	Professional/consulting serv	0.00	0.00	0.00	0.00	0.00
13-93200-50220	Attorney Contract	0.00	0.00	0.00	0.00	0.00
13-93200-50250	Utilities	49,650.15	52,000.00	8,928.32	43,071.68	17.17
13-93200-50251	Telephone/Internet	6,443.93	6,000.00	35.28	5,964.72	0.59
13-93200-50300	Office Supplies	2,208.51	2,000.00	24.77	1,975.23	1.24
13-93200-50301	Printing/Publishing/Copies	450.00	500.00	0.00	500.00	0.00
13-93200-50302	Postage	10.89	25.00	0.00	25.00	0.00
13-93200-50303	Covid Supplies	27.98	300.00	0.00	300.00	0.00
13-93200-50360	Building Maintenance	22,046.99	13,000.00	750.00	12,250.00	5.77
13-93200-50428	Library Director Designated	51,721.93	0.00	0.00	0.00	0.00
13-93200-50750	Contingency	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2024	ORIGINAL	02/28/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	
13-93200-50760	Sales Tax	342.52	500.00	75.14	424.86	15.03
13-93200-50761	Bank Fees	0.00	0.00	0.00	0.00	0.00
Unclassified		141,018.01	80,725.00	10,257.51	70,467.49	12.71
Total Dept 93200 - LIBRARY ADM EXP		141,018.01	80,725.00	10,257.51	70,467.49	12.71
Dept 93300 - LIBRARY EQUIPMENT						
Unclassified						
13-93300-50201	Contractual/Consulting Services	0.00	0.00	0.00	0.00	0.00
13-93300-50240	IT Support Contract Services	28,279.78	28,000.00	1,741.64	26,258.36	6.22
13-93300-50246	General software support	0.00	0.00	0.00	0.00	0.00
13-93300-50304	IT/computer supplies	0.00	0.00	0.00	0.00	0.00
13-93300-50310	Computer/Equipment Maintenance	0.00	0.00	0.00	0.00	0.00
13-93300-50311	Copier Maintenance/Repair	3,176.16	3,500.00	1,022.26	2,477.74	29.21
13-93300-50312	Material Processing/Repairs	3,481.34	3,700.00	1,200.03	2,499.97	32.43
13-93300-50350	Maintenance Service & Supplies	33,960.00	34,050.00	2,900.00	31,150.00	8.52
13-93300-50351	Custodial Supplies	3,785.06	6,000.00	258.60	5,741.40	4.31
13-93300-50360	Building Maintenance	0.00	0.00	0.00	0.00	0.00
13-93300-50369	Library Interior	0.00	0.00	0.00	0.00	0.00
13-93300-50400	MCFLS Supplies	1,955.74	1,600.00	0.00	1,600.00	0.00
Unclassified		74,638.08	76,850.00	7,122.53	69,727.47	9.27
Total Dept 93300 - LIBRARY EQUIPMENT		74,638.08	76,850.00	7,122.53	69,727.47	9.27
Dept 93400 - LIBR PROG/SERVICES						
Unclassified						
13-93400-50401	MCFLS Membership	15,544.00	22,674.00	0.00	22,674.00	0.00
13-93400-50402	Programs - Adult	0.00	500.00	0.00	500.00	0.00
13-93400-50403	Programs - Children	507.74	500.00	74.85	425.15	14.97
13-93400-50415	Programs - Young Adults	0.00	250.00	0.00	250.00	0.00
Unclassified		16,051.74	23,924.00	74.85	23,849.15	0.31
Total Dept 93400 - LIBR PROG/SERVICES		16,051.74	23,924.00	74.85	23,849.15	0.31
Dept 93500 - LIBRARY COLLECTIONS						
Unclassified						
13-93500-50410	Library Collection Materials	103,580.95	100,000.00	6,433.56	93,566.44	6.43
13-93500-50411	Adult Fiction Books	0.00	0.00	0.00	0.00	0.00
13-93500-50412	Adult Audio Books	0.00	0.00	0.00	0.00	0.00
13-93500-50413	Adult DVD's	0.00	0.00	0.00	0.00	0.00
13-93500-50414	Adult Music	0.00	0.00	0.00	0.00	0.00
13-93500-50415	Programs - Young Adults	0.00	0.00	0.00	0.00	0.00
13-93500-50416	Juvenile Music	0.00	0.00	0.00	0.00	0.00
13-93500-50417	Juvenile Film	0.00	0.00	0.00	0.00	0.00

GL NUMBER	DESCRIPTION	END BALANCE	2025	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2024	ORIGINAL	02/28/2025	BALANCE	
		NORMAL (ABNORMAL)	BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	
13-93500-50420	Library Periodicals	0.00	0.00	0.00	0.00	0.00
13-93500-50421	Library Databases	0.00	0.00	0.00	0.00	0.00
13-93500-50422	Library DVD Rentals	0.00	0.00	0.00	0.00	0.00
13-93500-50806	Traffic Lights & Signals	0.00	0.00	0.00	0.00	0.00
Unclassified		103,580.95	100,000.00	6,433.56	93,566.44	6.43
Total Dept 93500 - LIBRARY COLLECTIONS		103,580.95	100,000.00	6,433.56	93,566.44	6.43
Dept 98000 - CAPITAL EQUIPMENT						
Unclassified						
13-98000-50429	Website Project	0.00	0.00	0.00	0.00	0.00
13-98000-50430	Library Capital	0.00	0.00	0.00	0.00	0.00
Unclassified		0.00	0.00	0.00	0.00	0.00
Total Dept 98000 - CAPITAL EQUIPMENT		0.00	0.00	0.00	0.00	0.00
Total - Function Unclassified		1,059,539.20	1,046,588.00	140,729.37	905,858.63	13.45
TOTAL EXPENDITURES		1,059,539.20	1,046,588.00	140,729.37	905,858.63	13.45
Fund 13 - Library Special Revenue Fund:						
TOTAL REVENUES		1,000,430.17	1,046,588.00	82,701.40	963,886.60	7.90
TOTAL EXPENDITURES		1,059,539.20	1,046,588.00	140,729.37	905,858.63	13.45
NET OF REVENUES & EXPENDITURES		(59,109.03)	0.00	(58,027.97)	58,027.97	100.00
BEG. FUND BALANCE		159,209.37	159,209.37	159,209.37		
NET OF REVENUES/EXPENDITURES - 2024				(59,109.03)	(59,109.03)	
END FUND BALANCE		100,100.34	159,209.37	42,072.37		

GL NUMBER	DESCRIPTION	END BALANCE		YTD BALANCE		AVAILABLE	
		NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)	NORMAL (ABNORMAL)	BALANCE	% BDGT USED
		12/31/2024	2025	02/28/2025			
Fund 22 - LIBRARY EXPANSION FUND							
Total Revenue:		14,798.45	0.00	2,074.41	(2,074.41)	100.00	
Net - Dept 00000		14,798.45	0.00	2,074.41	(2,074.41)		
Total Expenditure:		0.00	0.00	0.00	0.00	0.00	0.00
Net - Dept 93300 - LIBRARY EQUIPMENT		0.00	0.00	0.00	0.00		
Total Expenditure:		0.00	0.00	0.00	0.00	0.00	0.00
Net - Dept 93500 - LIBRARY COLLECTIONS		0.00	0.00	0.00	0.00		
Total Expenditure:		0.00	0.00	0.00	0.00	0.00	0.00
Net - Dept 93900 - LIBRARY EXPANSION PF		0.00	0.00	0.00	0.00		

Fund 22 - LIBRARY EXPANSION FUND:							
TOTAL REVENUES		14,798.45	0.00	2,074.41	(2,074.41)	100.00	
TOTAL EXPENDITURES		0.00	0.00	0.00	0.00	0.00	0.00
NET OF REVENUES & EXPENDITURES		14,798.45	0.00	2,074.41	(2,074.41)	100.00	
BEG. FUND BALANCE		73,988.36	73,988.36	73,988.36			
NET OF REVENUES/EXPENDITURES - 2024				14,798.45	14,798.45		
END FUND BALANCE		88,786.81	73,988.36	90,861.22			

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 13 Library Special Revenue Fund							
02/01/2025			13-00000-11100 CASH IN BANK	BEG. BALANCE			140,413.37
02/05/2025	GJ	JE	Library - stripe monthly deposit	5825	393.99		140,807.36
02/06/2025	CD	CHK	SUMMARY CD 02/06/2025			1,602.44	139,204.92
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025			25,561.62	113,643.30
02/07/2025	CD	CHK	SUMMARY CD 02/07/2025			4,200.18	109,443.12
02/07/2025	CR	RCPT	Daily Library Receipts	228897	302.19		109,745.31
02/09/2025	GJ	JE	Monthly Sales Tax ACH Payment	5823		26.34	109,718.97
02/14/2025	CD	CHK	SUMMARY CD 02/14/2025			1,272.81	108,446.16
02/14/2025	CR	RCPT	Daily Library Receipts	229019	224.85		108,671.01
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025			26,355.91	82,315.10
02/21/2025	CD	CHK	SUMMARY CD 02/21/2025			18,860.07	63,455.03
02/21/2025	CR	RCPT	Daily Library Receipts	229101	172.81		63,627.84
02/27/2025	CR	RCPT	Daily Library Receipts	229187	655.66		64,283.50
02/28/2025	GJ	JE	Monthly WRS ACH Payment	5838		2,346.09	61,937.41
02/28/2025	CD	CHK	SUMMARY CD 02/28/2025			3,365.00	58,572.41
02/28/2025			13-00000-11100	END BALANCE	1,749.50	83,590.46	58,572.41
02/01/2025			13-00000-12100 TAXES RECEIVABLE	BEG. BALANCE			930,490.00
02/28/2025			13-00000-12100	END BALANCE	0.00	0.00	930,490.00
02/01/2025			13-00000-15001 PREPAIDS	BEG. BALANCE			691.02
02/28/2025			13-00000-15001	END BALANCE	0.00	0.00	691.02
02/01/2025			13-00000-21100 ACCOUNTS PAYABLE	BEG. BALANCE			(4,911.07)
02/03/2025	AP	INV	A24 SHOP BLUERAYS (& RETURN)	9897		154.00	(5,065.07)
02/03/2025	AP	INV	MILWAUKEE JOURNAL SENTINEL MJS SUBSCRIPTION	1931		40.00	(5,105.07)
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES VARIOUS TITLES	5678		65.31	(5,170.38)
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES VARIOUS TITLES	5308		27.38	(5,197.76)
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES JAMES A NOVEL	0688		35.94	(5,233.70)
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES APPROVED' STAMP FOR POSTINGS	3152		9.49	(5,243.19)
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES BACKYARD BIRD CHRONICLES	4903		143.45	(5,386.64)
02/03/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION LIBRARY LEGISLATIVE DAY REG (T MCCREIGH	1617		45.00	(5,431.64)
02/03/2025	AP	INV	Oriental Trading	4946		43.79	(5,475.43)

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			WINTER READING (PENCILS)				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	1402		9.88	(5,485.31)
			WINTER READING (PRIZES)				
02/03/2025	AP	INV	DRIVESTRIKE	7898		24.00	(5,509.31)
			LAPTOP SECURITY SOFTWARE				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	9261		13.90	(5,523.21)
			VICTORIAN PARLOUR GAMES				
02/03/2025	AP	INV	AMERICAN LIBRARY ASSOCIATION	9711		225.00	(5,748.21)
			MEMBERSHIP (NYR)				
02/03/2025	AP	INV	SHOREWOOD PRESS	9181		21.18	(5,769.39)
			WINTER READING (READING LOGS)				
02/03/2025	AP	INV	STRIPE TERMINAL	7855		65.66	(5,835.05)
			TERMINAL CHARGING BASE				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	0984		23.70	(5,858.75)
			DO PLANTS KNOW MATH				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	2356		15.28	(5,874.03)
			RUBBER BANDS				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	6455		37.99	(5,912.02)
			TRASH BAGS				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	8009		49.99	(5,962.01)
			TRASH BAGS				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	5813		19.98	(5,981.99)
			STYLUS PENS FOR COUNTYCAT TABLETS				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	40023382 1/25		401.71	(6,383.70)
			JANUARY 2025 STATEMENT				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	L6798462 1/25		95.56	(6,479.26)
			JANUARY 2025 STATEMENT				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	L4211182 1/25		472.97	(6,952.23)
			JANUARY 2025 STATEMENT				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	L5190172 1/25		1,081.71	(8,033.94)
			JANUARY 2025 STATEMENT				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	L6798382 1/25		564.53	(8,598.47)
			JANUARY 2025 STATEMENT				
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS	75003750 1/25		484.73	(9,083.20)
			JANUARY 2025 STATEMENT				
02/04/2025	AP	INV	GALE	86504990		19.99	(9,103.19)
			MISC TITLE				
02/04/2025	AP	INV	INGRAM LIBRARY SERVICES	86284533		22.89	(9,126.08)
			MISC TITLE				
02/06/2025	CD	CHK	SUMMARY CD 02/06/2025		1,602.44		(7,523.64)
02/06/2025	AP	INV	BLACKSTONE PUBLISHING	2185517		358.84	(7,882.48)
			MISC LIBRARY CDs				
02/06/2025	AP	INV	BLACKSTONE PUBLISHING	2185388		40.00	(7,922.48)
			MISC LIBRARY CD				
02/06/2025	AP	INV	GALE	86593157		126.40	(8,048.88)

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			MISC TITLES				
02/06/2025	AP	INV	GREATAMERICA FINANCIAL SVCS STANDARD PAYMENT	38400955		101.00	(8,149.88)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	85911250		25.79	(8,175.67)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86188369		17.01	(8,192.68)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86188370		77.48	(8,270.16)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86221847		22.66	(8,292.82)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86221848		20.49	(8,313.31)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284532		34.73	(8,348.04)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284534		100.98	(8,449.02)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284535		52.61	(8,501.63)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86315464		19.90	(8,521.53)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86315465		33.52	(8,555.05)
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86344931		24.68	(8,579.73)
02/07/2025	CD	CHK	SUMMARY CD 02/07/2025		4,200.18		(4,379.55)
02/12/2025	AP	INV	FORWARD TS, LTD LIBRARY COPIER 1/3 - 2/2/2025	AR247016		20.00	(4,399.55)
02/12/2025	AP	INV	FORWARD TS, LTD LIBRARY COPIER 1/3 - 2/2/2025	AR 247017		100.03	(4,499.58)
02/12/2025	AP	INV	FORWARD TS, LTD YELLOW TONER	AR 246867		14.00	(4,513.58)
02/12/2025	AP	INV	KANOPY, INC. KKIDS TICKETS & CREDITS	437319-PPU		316.20	(4,829.78)
02/12/2025	AP	INV	SECURIAN FINANCIAL GROUP, INC. MARCH PREMIUMS	045702 - MARCH 2025		137.75	(4,967.53)
02/12/2025	AP	INV	AT&T CHARGES 1/2 - 2/1/2025	414R16015902		35.28	(5,002.81)
02/14/2025	CD	CHK	SUMMARY CD 02/14/2025		1,272.81		(3,730.00)
02/20/2025	AP	INV	CLEAN SOURCE LLC LIBRARY JANITORIAL - JAN 2025	013125-WFBL		2,900.00	(6,630.00)
02/20/2025	AP	INV	DELTA DENTAL OF WISCONSIN MARCH 2025 PREMIUMS	2296637		251.68	(6,881.68)
02/20/2025	AP	INV	UNITED HEALTHCARE MARCH 2025 PREMIUMS	177474307065		4,433.56	(11,315.24)

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/20/2025	AP	INV	GALE	86791435		29.59	(11,344.83)
			MISC BOOKS				
02/20/2025	AP	INV	GALE	86762914		65.58	(11,410.41)
			MISC BOOKS				
02/20/2025	AP	INV	GALE	86793274		52.48	(11,462.89)
			MISC BOOKS				
02/20/2025	AP	INV	GALE	86743880		29.59	(11,492.48)
			MISC TITLE				
02/20/2025	AP	INV	GALE	86680889		28.79	(11,521.27)
			MISC TITLE				
02/20/2025	AP	INV	FORWARD TS, LTD	AR247804		770.00	(12,291.27)
			COPIERS				
02/20/2025	AP	INV	WE ENERGIES	5363834707		7,398.80	(19,690.07)
			JANUARY 2025 CHARGES				
02/21/2025	CD	CHK	SUMMARY CD 02/21/2025		18,860.07		(830.00)
02/26/2025	AP	INV	ROBB GREGG	2025-02		375.00	(1,205.00)
			FEBRUARY 2025 GARDEN				
02/26/2025	AP	INV	NYAMA REED	February 2025		2,990.00	(4,195.00)
			Copay Reimbursement				
02/28/2025	CD	CHK	SUMMARY CD 02/28/2025		3,365.00		(830.00)
02/28/2025			13-00000-21100	END BALANCE	29,300.50	25,219.43	(830.00)
02/01/2025			13-00000-21550 DEPOSITS/SUSPENSE	BEG. BALANCE			(89.42)
02/14/2025	CR	RCPT	DEPOSITS/SUSPENSE	229019		25.00	(114.42)
02/28/2025			13-00000-21550	END BALANCE	0.00	25.00	(114.42)
02/01/2025			13-00000-24600 DEFERRED REVENUE - TAXES	BEG. BALANCE			(930,490.00)
02/28/2025			13-00000-24600	END BALANCE	0.00	0.00	(930,490.00)
02/01/2025			13-00000-25199 ACCRUED PAYROLL	BEG. BALANCE			(14,679.90)
02/28/2025			13-00000-25199	END BALANCE	0.00	0.00	(14,679.90)
02/01/2025			13-00000-25400 WRS Retirement - Payroll Deduction	BEG. BALANCE			(1,453.66)
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025			1,200.39	(2,654.05)
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025			1,258.78	(3,912.83)
02/28/2025	GJ	JE	Monthly WRS ACH Payment	5838	2,346.09		(1,566.74)
02/28/2025			13-00000-25400	END BALANCE	2,346.09	2,459.17	(1,566.74)
02/01/2025			13-00000-28100 SURPLUS	BEG. BALANCE			(159,209.37)
02/28/2025			13-00000-28100	END BALANCE	0.00	0.00	(159,209.37)
02/01/2025			13-00000-43793 Library MCFLS RB Payment	BEG. BALANCE			(76,193.00)

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/28/2025			13-00000-43793	END BALANCE	0.00	0.00	(76,193.00)
02/01/2025			13-00000-45209 LIBRARY FINES	BEG. BALANCE			(4,027.53)
02/05/2025	GJ	JE	Library - stripe monthly deposit	5825		393.99	(4,421.52)
02/07/2025	CR	RCPT	LIBRARY FINES	228897		193.34	(4,614.86)
02/14/2025	CR	RCPT	LIBRARY FINES	229019		143.80	(4,758.66)
02/21/2025	CR	RCPT	LIBRARY FINES	229101		122.36	(4,881.02)
02/27/2025	CR	RCPT	LIBRARY FINES	229187		131.48	(5,012.50)
02/28/2025			13-00000-45209	END BALANCE	0.00	984.97	(5,012.50)
02/01/2025			13-00000-45210 Library Replacement Cards	BEG. BALANCE			(4.00)
02/07/2025	CR	RCPT	Library Replacement Cards	228897		2.00	(6.00)
02/14/2025	CR	RCPT	Library Replacement Cards	229019		2.00	(8.00)
02/28/2025			13-00000-45210	END BALANCE	0.00	4.00	(8.00)
02/01/2025			13-00000-46713 LIBRARY COPY AND FAX FEES	BEG. BALANCE			(472.86)
02/07/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	228897		106.85	(579.71)
02/14/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	229019		54.05	(633.76)
02/21/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	229101		50.45	(684.21)
02/27/2025	CR	RCPT	LIBRARY COPY AND FAX FEES	229187		353.69	(1,037.90)
02/28/2025			13-00000-46713	END BALANCE	0.00	565.04	(1,037.90)
02/01/2025			13-00000-46715 MISCELLANEOUS REVENUE	BEG. BALANCE			170.49
02/27/2025	CR	RCPT	MISCELLANEOUS REVENUE	229187		170.49	0.00
02/28/2025			13-00000-46715	END BALANCE	0.00	170.49	0.00
02/01/2025			13-00000-48501 LIBRARY DONATIONS	BEG. BALANCE			(450.00)
02/28/2025			13-00000-48501	END BALANCE	0.00	0.00	(450.00)
02/01/2025			13-93000-50100 Salaries	BEG. BALANCE			43,388.16
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025		23,799.73		67,187.89
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025		23,719.58		90,907.47
02/28/2025			13-93000-50100	END BALANCE	47,519.31	0.00	90,907.47
02/01/2025			13-93000-50150 FICA Tax	BEG. BALANCE			3,281.49
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025		1,761.89		5,043.38
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025		1,823.83		6,867.21
02/28/2025			13-93000-50150	END BALANCE	3,585.72	0.00	6,867.21
02/01/2025			13-93000-50160 Health/Dental Insurance Premium	BEG. BALANCE			5,435.24
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025		5,435.24		10,870.48
02/28/2025			13-93000-50160	END BALANCE	5,435.24	0.00	10,870.48

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GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/01/2025			13-93000-50161 Health Insurance Deductible (Direct Pay)	BEG. BALANCE			62.50
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025		62.50		125.00
02/26/2025	AP	INV	NYAMA REED Copay Reimbursement	February 2025	2,990.00		3,115.00
02/28/2025			13-93000-50161	END BALANCE	3,052.50	0.00	3,115.00
02/01/2025			13-93000-50170 Retirement Contribution - ER portion	BEG. BALANCE			2,346.09
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025		1,200.39		3,546.48
02/21/2025	PR	CHK	SUMMARY PR 02/21/2025		1,258.78		4,805.26
02/28/2025			13-93000-50170	END BALANCE	2,459.17	0.00	4,805.26
02/01/2025			13-93000-50180 Group Life Insurance Premium	BEG. BALANCE			137.75
02/07/2025	PR	CHK	SUMMARY PR 02/07/2025		137.75		275.50
02/28/2025			13-93000-50180	END BALANCE	137.75	0.00	275.50
02/01/2025			13-93200-50190 Training/Meetings/Travel	BEG. BALANCE			45.00
02/03/2025	AP	INV	WISCONSIN LIBRARY ASSOCIATION LIBRARY LEGISLATIVE DAY REG (T MCCREIGH)	1617	45.00		90.00
02/28/2025			13-93200-50190	END BALANCE	45.00	0.00	90.00
02/01/2025			13-93200-50191 Membership Dues	BEG. BALANCE			129.00
02/03/2025	AP	INV	AMERICAN LIBRARY ASSOCIATION MEMBERSHIP (NYR)	9711	225.00		354.00
02/28/2025			13-93200-50191	END BALANCE	225.00	0.00	354.00
02/01/2025			13-93200-50250 Utilities	BEG. BALANCE			1,529.52
02/20/2025	AP	INV	WE ENERGIES JANUARY 2025 CHARGES	5363834707	7,398.80		8,928.32
02/28/2025			13-93200-50250	END BALANCE	7,398.80	0.00	8,928.32
02/01/2025			13-93200-50251 Telephone/Internet	BEG. BALANCE			0.00
02/12/2025	AP	INV	AT&T CHARGES 1/2 - 2/1/2025	414R16015902	35.28		35.28
02/28/2025			13-93200-50251	END BALANCE	35.28	0.00	35.28
02/01/2025			13-93200-50300 Office Supplies	BEG. BALANCE			0.00
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES APPROVED' STAMP FOR POSTINGS	3152	9.49		9.49
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES RUBBER BANDS	2356	15.28		24.77
02/28/2025			13-93200-50300	END BALANCE	24.77	0.00	24.77
02/01/2025			13-93200-50360 Building Maintenance	BEG. BALANCE			375.00
02/26/2025	AP	INV	ROBB GREGG FEBRUARY 2025 GARDEN	2025-02	375.00		750.00

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/28/2025			13-93200-50360	END BALANCE	375.00	0.00	750.00
02/01/2025			13-93200-50760 Sales Tax	BEG. BALANCE			48.80
02/09/2025	GJ	JE	Monthly Sales Tax ACH Payment	5823	26.34		75.14
02/28/2025			13-93200-50760	END BALANCE	26.34	0.00	75.14
02/01/2025			13-93300-50240 IT Support Contract Services	BEG. BALANCE			1,632.00
02/03/2025	AP	INV	DRIVESTRIKE	7898	24.00		1,656.00
02/03/2025	AP	INV	LAPTOP SECURITY SOFTWARE				
02/03/2025	AP	INV	STRIPE TERMINAL	7855	65.66		1,721.66
02/03/2025	AP	INV	TERMINAL CHARGING BASE				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	5813	19.98		1,741.64
02/28/2025			13-93300-50240	END BALANCE	109.64	0.00	1,741.64
02/01/2025			13-93300-50311 Copier Maintenance/Repair	BEG. BALANCE			17.23
02/06/2025	AP	INV	GREATAMERICA FINANCIAL SVCS	38400955	101.00		118.23
02/12/2025	AP	INV	STANDARD PAYMENT				
02/12/2025	AP	INV	FORWARD TS, LTD	AR247016	20.00		138.23
02/12/2025	AP	INV	LIBRARY COPIER 1/3 - 2/2/2025				
02/12/2025	AP	INV	FORWARD TS, LTD	AR 247017	100.03		238.26
02/12/2025	AP	INV	LIBRARY COPIER 1/3 - 2/2/2025				
02/12/2025	AP	INV	FORWARD TS, LTD	AR 246867	14.00		252.26
02/20/2025	AP	INV	YELLOW TONER				
02/20/2025	AP	INV	FORWARD TS, LTD	AR247804	770.00		1,022.26
02/28/2025			13-93300-50311	END BALANCE	1,005.03	0.00	1,022.26
02/01/2025			13-93300-50312 Material Processing/Repairs	BEG. BALANCE			1,200.03
02/28/2025			13-93300-50312	END BALANCE	0.00	0.00	1,200.03
02/01/2025			13-93300-50350 Maintenance Service & Supplies	BEG. BALANCE			0.00
02/20/2025	AP	INV	CLEAN SOURCE LLC	013125-WFBL	2,900.00		2,900.00
02/28/2025			13-93300-50350	END BALANCE	2,900.00	0.00	2,900.00
02/01/2025			13-93300-50351 Custodial Supplies	BEG. BALANCE			170.62
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	6455	37.99		208.61
02/03/2025	AP	INV	TRASH BAGS				
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES	8009	49.99		258.60
02/28/2025			13-93300-50351	END BALANCE	87.98	0.00	258.60
02/01/2025			13-93400-50403 Programs - Children	BEG. BALANCE			0.00

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/03/2025	AP	INV	Oriental Trading WINTER READING (PENCILS)	4946	43.79		43.79
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES WINTER READING (PRIZES)	1402	9.88		53.67
02/03/2025	AP	INV	SHOREWOOD PRESS WINTER READING (READING LOGS)	9181	21.18		74.85
02/28/2025			13-93400-50403	END BALANCE	74.85	0.00	74.85
02/01/2025			13-93500-50410 Library Collection Materials	BEG. BALANCE			1,308.47
02/03/2025	AP	INV	A24 SHOP BLUERAYS (& RETURN)	9897	154.00		1,462.47
02/03/2025	AP	INV	MILWAUKEE JOURNAL SENTINEL MJS SUBSCRIPTION	1931	40.00		1,502.47
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES VARIOUS TITLES	5678	65.31		1,567.78
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES VARIOUS TITLES	5308	27.38		1,595.16
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES JAMES A NOVEL	0688	35.94		1,631.10
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES BACKYARD BIRD CHRONICLES	4903	143.45		1,774.55
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES VICTORIAN PARLOUR GAMES	9261	13.90		1,788.45
02/03/2025	AP	INV	AMAZON CAPITAL SERVICES DO PLANTS KNOW MATH	0984	23.70		1,812.15
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	40023382 1/25	401.71		2,213.86
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	L6798462 1/25	95.56		2,309.42
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	L4211182 1/25	472.97		2,782.39
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	L5190172 1/25	1,081.71		3,864.10
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	L6798382 1/25	564.53		4,428.63
02/03/2025	AP	INV	BAKER & TAYLOR BOOKS JANUARY 2025 STATEMENT	75003750 1/25	484.73		4,913.36

03/28/2025

GL ACTIVITY REPORT FOR WHITEFISH BAY
TRANSACTIONS FROM 02/01/2025 TO 02/28/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
02/04/2025	AP	INV	GALE MISC TITLE	86504990	19.99		4,933.35
02/04/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86284533	22.89		4,956.24
02/06/2025	AP	INV	BLACKSTONE PUBLISHING MISC LIBRARY CDs	2185517	358.84		5,315.08
02/06/2025	AP	INV	BLACKSTONE PUBLISHING MISC LIBRARY CD	2185388	40.00		5,355.08
02/06/2025	AP	INV	GALE MISC TITLES	86593157	126.40		5,481.48
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	85911250	25.79		5,507.27
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86188369	17.01		5,524.28
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86188370	77.48		5,601.76
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86221847	22.66		5,624.42
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86221848	20.49		5,644.91
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284532	34.73		5,679.64
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284534	100.98		5,780.62
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86284535	52.61		5,833.23
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86315464	19.90		5,853.13
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLES	86315465	33.52		5,886.65
02/06/2025	AP	INV	INGRAM LIBRARY SERVICES MISC TITLE	86344931	24.68		5,911.33
02/12/2025	AP	INV	KANOPY, INC. KKIDS TICKETS & CREDITS	437319-PPU	316.20		6,227.53
02/20/2025	AP	INV	GALE MISC BOOKS	86791435	29.59		6,257.12
02/20/2025	AP	INV	GALE MISC BOOKS	86762914	65.58		6,322.70
02/20/2025	AP	INV	GALE MISC BOOKS	86793274	52.48		6,375.18
02/20/2025	AP	INV	GALE MISC TITLE	86743880	29.59		6,404.77
02/20/2025	AP	INV	GALE MISC TITLE	86680889	28.79		6,433.56
02/28/2025			13-93500-50410	END BALANCE	5,125.09	0.00	6,433.56

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025 Meeting
Re: Department Reports



Adult Services (Lenski)

Programs

In February we hosted the second ever Great Whitefish Bay Puzzle Race. 18 teams competed, trying to put the same 500-piece puzzle together in the fastest time. The competition was fierce and 13 teams completed their puzzle in the allotted 1 hour and 30 minutes. Team Puzzle Lovers were the winners and completed their puzzle in 54 minutes and 25 seconds! It was a huge success and everyone had a blast and wanted to know when we would do it again.



Also in February we hosted our first installment of the Thanks for the Memoirs Book Club. Discussions are facilitated by Mary Sussman, who previously led Shakespeare and Company, dedicated to the works of William Shakespeare; and League Café, dedicated to books about racial equity. The book club is offered every other month and is reading a wide range of biographies. For the first session the group read the new Amy Tan book, Backyard Bird Chronicles, and 12 people attended. This will be a nice addition to our other book clubs, which mostly focus on fiction titles.

Collection Development

With the start of the new year, we have gotten our funds for our Take and Tinker collection from Friends of the Whitefish Bay Public Library. We added a bunch of games for all ages, and some new puzzles for kids. We are currently in the process of coming up with our list of additional items to add to the Take and Tinker collection, based on patron requests and also what items have been popular so far.

Circulation Services (Hoge)

WLA 2025 Conference Planning Committee

Planning for the October WLA annual conference continues with the committee working on finding keynote speakers, finalizing the Request for Presentation Proposals document, and working on gathering testimonials from previous attendees to use as part of the publicity campaign.

MCFLS Circulation Services/Adult Services Committee Meeting

Highlights from the March meeting include:

Discussion around creating different types of 'access' library cards to allow teachers, students, non-resident property owners, and unhoused individuals the ability to check out items from a particular location. Currently Oak Creek has created multiple patron types to provide access to all of these groups. Only one type has an annual fee (\$80) and that is for out of county residents who have no connection with Oak Creek but want to utilize their resources.

The Wauwatosa Library has started circulating tools, some of which are a safety concern (i.e., nail gun), and a member of their Library Board asked what other libraries do as far as utilizing liability waivers. For those that circulate tools, only two locations used waivers.

Youth Services (Kiekhaefer)

Meetings and Trainings

- I attended a virtual YSC meeting for MCFLS.
- I spoke to a group of grad students at the i-School at University of Wisconsin about career options after graduation.

Meetings and Trainings

- The winter reading program officially wrapped up at the end of February. We had 132 kids sign up and over 70 kids finished the program, which was a great result.
- We held the wrap-up celebration for the Winter Reading Program on Saturday, March 8th.
- Approximately 60 people attended the program, some of whom took part in the winter reading program and some who did not. There were around eight Kiwanis volunteers who helped at the event. I'm looking for ways to improve both the winter reading program and the party with the Kiwanis volunteers for next year.

Staffing

- Kyleigh and Tristin are training with me and Valerie during storytimes, slowly but surely getting more involved. By the end of our six-week storytime session, they'll be running their own storytimes.

Collection Development

- The easy non-fiction and YA non-fiction have all been reorganized with the new Book Seek model.
- Friends of the Whitefish Bay Public Library are funding a new collection: Tonies and a few Tonieboxes for the Take and Tinker collection. I am working with Valerie and Theresa to figure out the logistics for this new collection.

WHITEFISH BAY PUBLIC LIBRARY

STATISTICS

TOTAL CIRCULATION STATISTICS : PHYSICAL + DIGITAL CIRCULATION																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD		
2023	25,223	23,698	26,790	24,067	23,405	27,946	29,536	28,858	24,097	25,356	25,108	24,403	308,487	48,921		
2024	27,157	26,176	27,834	27,040	25,836	28,501	30,612	29,773	25,852	25,949	24,970	24,560	324,260	53,333		
2025	28,064	25,723												53,787		
23-24	7.7%	10.5%	3.9%	12.4%	10.4%	2.0%	3.6%	3.2%	7.3%	2.3%	-0.5%	0.6%	5.1%	9.0%		
24-25	3.3%	-1.7%												0.9%		
PHYSICAL CIRCULATION																
															-138	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD	2024 Cost	per circ
2023	21,136	19,896	22,525	20,148	19,373	23,951	25,176	24,700	20,016	20,541	20,167	19,166	256,795	41,032		
2024	21,828	21,092	22,149	22,514	20,824	23,851	25,866	25,168	20,877	21,148	20,119	19,705	265,141	42,920	\$ 99,031.00	\$ 0.37
2025	22,715	20,822												43,537		
23-24	3.3%	6.0%	-1.7%	11.7%	7.5%	-0.4%	2.7%	1.9%	4.3%	3.0%	-0.2%	2.8%	3.3%	4.6%		
24-25	4.1%	-1.3%												1.4%		
DIGITAL CIRCULATION																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD	2024 Cost	per circ
2023	4,087	3,802	4,265	3,919	4,032	3,995	4,360	4,158	4,081	4,815	4,941	5,237	51,692	7,889		
2024	5,329	5,084	5,685	4,526	5,012	4,650	4,746	4,605	4,975	4,801	4,851	4,855	59,119	10,413	21,373.73	\$ 0.36
2025	5,349	4,901												10,250		
23-24	30.4%	33.7%	33.3%	15.5%	24.3%	16.4%	8.9%	10.8%	21.9%	-0.3%	-1.8%	-7.3%	14.4%	32.0%		
24-25	0.4%	-3.6%												-1.6%		
DIGITAL CIRCULATION AS % OF TRADITIONAL CIRCULATION (Libby, RB, Hoopla)																
															-90	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD		
2023	19%	19%	19%	19%	21%	17%	17%	17%	20%	23%	25%	27%	20%	19%		
2024	24%	24%	26%	20%	24%	19%	18%	18%	24%	23%	24%	25%	22%	24%		
2025	24%	24%												24%		
23-24	26.3%	26.1%	35.6%	3.4%	15.6%	16.9%	5.9%	8.7%	16.9%	-3.2%	-1.6%	-9.8%	10.5%	26.2%		
24-25	-3.5%	-2.3%												-3.0%		
OVERDRIVE																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD	2024 Cost	per circ
2023	3,101	2,905	3,298	3,029	3,088	3,080	3,353	3,180	2,990	3,352	3,513	3,659	38,548	6,006		
2024	3,738	3,522	3,965	3,334	3,488	3,291	3,427	3,217	3,442	3,386	3,309	3,232	41,351	7,260	\$ 7,771.21	
2025	3,841	3,387												7,228	49,725.00	0.16
23-24	20.5%	21.2%	20.2%	10.1%	13.0%	6.9%	2.2%	1.2%	15.1%	1.0%	-5.8%	-11.7%	7.3%	20.9%	OD + Mags	
24-25	2.8%	-3.8%												-0.4%		
OVERDRIVE MAGAZINES																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD		
2023	289	293	334	264	296	273	254	282	484	798	863	851	5,281	582		
2024	862	878	912	486	790	632	535	556	725	661	674	663	8,374	1,740		
2025	782	787												1,569		
23-24	198%	200%	173%	84%	167%	132%	111%	97%	50%	-17%	-22%	-22%	58.6%	199.0%		
24-25	-9.3%	-10.4%												-9.8%		
HOOPLA (Print Books, Audio Books, Music, Movies)																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD	2024 Cost	per circ
2023	408	326	400	379	451	436	453	421	403	433	359	440	4,909	734		
2024	476	451	498	526	475	464	483	512	528	512	507	637	6,069	927	10,205.52	\$ 1.68
2025	437	390												827		
23-24	17%	38%	25%	39%	5%	6%	7%	22%	31%	18%	41%	45%	23.6%	26.3%		
24-25	-8.2%	-13.5%												-10.8%		30

WHITEFISH BAY PUBLIC LIBRARY

STATISTICS

KANOPY (PLAYS)																		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD	2024 Cost	per circ		
2023	286	278	228	232	197	202	185	191	192	211	191	287	2,680	564				
2024	253	233	310	180	259	263	301	320	280	242	361	323	3,325	486	3,397.00	\$ 1.02		
2025	289	337												626				
23-24	-12%	-16%	36%	-22%	31%	30%	63%	68%	46%	15%	89%	13%	24.1%	-13.8%				
24-25	14.2%	44.6%												28.8%				
WIRELESS (Clients per Month)																		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	4,801	4,102	4,248	4,490	4,688	4,671	4,247	4,402	4,530	5,146	4,860	4,712	54,897	8,903				
2024	5,270	4,727	4,650	5,160	5,146	4,830	4,867	4,929	4,800	5,828	5,220	4,712	60,139	9,997				
2025	5,983	4,508												10,491				
23-24	10%	15%	9%	15%	10%	3%	15%	12%	6%	13%	7%	0%	9.5%	12.3%				
24-25	13.5%	-4.6%												4.9%				
PC USER SESSIONS - # OF ADULT SESSIONS													12/24-01/25 Estimate					
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	1,076	1,052	1,089	1,019	943	1,033	992	1,315	1,131	968	1,043	922	12,583	2,128				
2024	724	956	933	1,053	1,017	1,001	1,146	1,012	1,101	1,137	1,018	1,000	12,098	1,680				
2025	1,380	875												2,255				
23-24	-33%	-9%	-14%	3%	8%	-3%	16%	-23%	-3%	17%	-2%		-3.9%	-21.1%				
24-25	90.6%	-8.5%												34.2%				
PC USER SESSIONS - # OF KIDS SESSIONS													12/24-01/25 Estimate					
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	0	0	0	0	0	0	85	1,201	802	879	636	648	4,251	0				
2024	727	689	809	684	709	1,023	1,007	1,271	737	770	762	750	9,938	1,416				
2025	552	462												1,014				
23-24	n/a	n/a						6%	-8%	-12%	20%		133.8%					
24-25	-24.1%	-32.9%												-28.4%				
PC USER SESSIONS - # OF TOTAL SESSIONS										Nov/Dec 2019 lost in server transition; estimate								
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	1,076	1,052	1,089	1,019	943	1,033	1,077	2,516	1,933	1,847	1,679	1,570	16,834	2,128				
2024	1,451	1,645	1,742	1,737	1,726	2,024	2,153	2,283	1,838	1,907	1,780	1,664	21,950	3,096				
2025	1,932	1,337												3,269				
23-24	35%	56%	60%	70%	83%	96%	100%	-9%	-5%	3%	6%	6%	30.4%	45.5%				
24-25	33.1%	-18.7%												5.6%				
DOOR COUNT PER MONTH				2024 Leap Year														
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	11,930	11,497	12,135	13,052	11,605	14,323	14,098	14,520	11,782	12,251	12,417	10,890	150,500	23,427				
2024	12,294	12,280	12,468	13,935	12,967	14,236	15,861	15,742	12,418	13,375	14,516	11,256	161,348	24,574				
2025	14,223	12,082												26,305				
23-24	3%	7%	3%	7%	12%	-1%	13%	8%	5%	9%	17%	3%	7.2%	4.9%				
24-25	15.7%	-1.6%												7.0%				
DOOR COUNT PER DAY				2024 Leap Year														
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD				
2023	398	411	391	466	400	551	564	558	421	408	443	403	5,415	808				
2024	424	423	430	465	447	548	610	583	444	446	518	417	5,754	847				
2025	474	439												913				
23-24	7%	3%	10%	0%	12%	-1%	8%	4%	5%	9%	17%	3%	6.3%	4.8%				
24-25	11.8%	3.8%												7.8%				

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025 Meeting
Re: 2024 Annual Report to DPI



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting all people of ages, inspiring a love of learning, and providing access to ideas, information, and resources.

Summary

Whitefish Bay Public Library (WFBPL) continues to be a highly utilized and well-funded library within the Milwaukee County Federated Library System (MCFLS), excelling in circulation, digital material usage, and community engagement. The library is known for its strong collection, high circulation, and efficient use of resources. Below is an expanded summary of key findings from the annual report.

Library Hours & Space

- WFBPL operates 62.5 hours per week from September to May, including Sundays, making it one of the longer-operating libraries in the area.
- Compared to nearby libraries:
 - Brown Deer: 47 hours per week (closed Sundays year-round)
 - North Shore: 50 hours per week (closed Sundays year-round)
 - Shorewood: 61 hours per week (closed Sundays in summer)
- WFBPL's schedule includes earlier opening and later closing times than many of its neighbors, enhancing accessibility for patrons.
- The library has a higher-than-average square footage per resident, providing an open and welcoming environment.

Circulation Trends

- Physical material circulation has increased annually post-pandemic but remains 8% below 2019 levels.
- Digital material usage has grown steadily, with a 77% increase from 2019 to 2024, offsetting some physical circulation declines.
- Total circulation (physical + digital) in 2024 was 314,762, nearly returning to pre-pandemic levels.
- WFBPL ranks #1 in digital material usage per resident within MCFLS suburban libraries.

Cost per Use of Materials

- Physical materials (2024): \$99,031 total cost, averaging \$0.37 per use.
- Digital materials (2024): \$21,374 total cost, averaging \$0.36 per use.
 - Overdrive: \$0.16 per use
 - Hoopla: \$2.40 per use
 - Kanopy: \$1.02 per use

Children's vs. Adult Circulation

- Children's material circulation rebounded faster post-pandemic than adult and young adult materials.
- In 2024, children's materials accounted for 50% of all physical checkouts.
- WFBPL ranks #1 for children's circulation per resident among suburban libraries (9.32 items per resident).
- The library also ranks #2 in adult and teen circulation per resident, behind Shorewood.

Collection & Usage

- The size of the physical collection has remained steady, while digital content has expanded due to rising demand.
- WFBPL ranks #1 in collection use per resident, meaning library materials are checked out frequently, whether by local patrons or through interlibrary loans.

- WFBPL ranks #2 in collection use per number of items, showing that its collection is well-curated and efficiently used.

Print vs. Digital Magazines

- Print magazine circulation (including in-house use) was 2,700 in 2024.
- Digital magazine use via Overdrive was 8,374, highlighting a shift to digital formats.
- WFBPL has the 3rd highest number of print subscriptions among suburban libraries but ranks #1 in subscriptions per resident, suggesting potential cost-saving opportunities by transitioning to digital formats.

Collection Growth

- In 2024, WFBPL added materials equivalent to 7.32% of its total collection, the 3rd highest among suburban MCFLS libraries.

Technology & Internet Use

- Computer and internet usage has rebounded to a healthy midpoint post-pandemic.
- Wireless usage is back to pre-pandemic levels.
- WFBPL ranks #1 in internet and wireless usage per resident among MCFLS suburban libraries.

Library Visits & Programming

- Visits per resident: WFBPL ranks #1 among suburban libraries, with 11.36 visits per resident in 2024.
- In comparison, the statewide average in 2022 was 3.24 visits per resident, emphasizing WFBPL's strong community engagement.
- The library foot traffic continues to increase post-pandemic, with 161,348 total visits in 2024, up from 150,500 in 2023.

Programming & Attendance

- WFBPL has expanded its programming significantly, reaching 266 events and 12,081 attendees in 2024.
- This growth reflects successful collaboration with local organizations and engaging program offerings by staff.

Staffing & Workload

- Staffing levels have remained stable at 11.0 Full-Time Equivalents (FTEs).
- Despite ranking in the top third for staff per resident, WFBPL staff handle the highest circulation per staff member (27,035 checkouts per employee), indicating a heavy workload.
- To match the average circulation per staff member (16,957), WFBPL would need 15.57 FTEs instead of 11, highlighting potential overwork but not requesting additional staff.

Wages & Benefits

- A significant wage adjustment in 2023 improved WFBPL's salary competitiveness.
- Of 27 staff members, 5 full-time and 1 part-time qualify for insurance; 2 full-time staff use the village's insurance plan.
- Retirement benefits are provided for full-time and 2 part-time staff.

Revenues

- WFBPL ranks in the top third of suburban MCFLS libraries for municipal tax dollars per resident and total revenue per resident.
- Increased reciprocal borrowing revenue in 2024 and strong Friends of the Library funding have bolstered total revenue.

Expenditures

- Collections Spending:
 - Total collection expenditures (including Friends funding): \$114,732.
 - This places WFBPL well above average for a community of its size.

- When calculated per resident, WFBPL ranks #2 among suburban MCFLS libraries.
- Cost per Circulation:
 - WFBPL has the 2nd lowest cost per circulation at \$4.04 per checkout (range: \$3.73–\$7.15, average: \$5.37).
 - This indicates high efficiency and strong resource utilization.

Conclusion

WFBPL continues to be a top-performing suburban library in MCFLS, ranking #1 in digital material use per resident, children’s circulation per resident, total collection use per resident, internet use per resident, and library visits per resident. It also maintains high circulation efficiency, strong financial health, and an engaged community.

Challenges include a heavy workload on staff, potential cost savings in print subscriptions, and balancing digital and physical material investments. However, WFBPL remains a highly valued community resource, offering excellent services, strong programming, and a well-used collection.

Recommendation

It is recommended the WFBPL Board of Trustees approve the 2024 Annual Report to DPI as presented and for the Board President, or Vice President in the President’s absence, to sign the report.



I. GENERAL INFORMATION

1. Name of Library Whitefish Bay Public Library		2. Public Library System Milwaukee County Federated Library System			
3b. Head Librarian First Name Nyama	3c. Head Librarian Last Name Reed	4a. Certification Grade Grade 1	4b. Certification Type Regular	5. Certification Expiration Date 02/01/2029	
6a. Street Address 5420 N. Marlborough Dr.	6b. Mailing Address or PO Box 5420 N. Marlborough Dr.	7. City / Village / Town Whitefish Bay	8a. ZIP 53217	8b. ZIP4 5347	9. County Milwaukee
10. Library Phone Number 4149644380	11. Fax Number (414) 962-5651	12. Library E-mail Address of Director n.reed@wfblibrary.org			
13. Library Website URL www.wfblibrary.org		14. No. of Branches 0	15. No. of Bookmobiles Owned 0	16. No. of Other Public Service Outlets 0	
17. Does your library operate a books-by-mail program? No	18. Some public libraries are legally organized as joint libraries, with neighboring municipalities or a county and municipality joining to operate a library. Is your library such a joint library legally established under Wis. Stat. s. 43.53? No				
20. Square Footage of Public Library 24,000	21a. Did your library or a branch move to a new facility during the fiscal year? No	21b. Did your library or a branch renovate or expand an existing facility during the fiscal year? No		22. UEI Number	

HOURS OF OPERATION

	Standard Service with No Restrictions on Building Access	Limited Service	Staff Only (No interior service for the public)
19a. Winter hours open per week	63	0	0
19b. Number of winter weeks	37	0	0
19c. Summer hours open per week	59	0	0
19d. Number of summer weeks	15	0	0
19e. Total weeks per year	52	0	0
19f. Total hours per year for this location	3,216	0	0

II. LIBRARY COLLECTIONS					
			a. Number Owned / Leased	b. Number Added	
1. Books in Print			57,048	4,729	
2. Physical Subscriptions			125		
3. Physical Audio Materials			7,970	405	
4. Physical Video Materials			8,901	405	
5. Other Physical Materials			1,786		
6. Total Physical Items in Collection			75,705		
			Purchased solely by the Library	Purchased via a System, Consortium or Cooperative Agreement	Provided by the State
7. E-books			No	Yes	No
8. E-serials			No	Yes	No
9. E-audio			Yes	Yes	No
10. E-video			Yes	Yes	No
11. Research Databases			Yes	Yes	Yes
12. Online Learning Platforms			Yes	Yes	Yes
III. LIBRARY SERVICES					
1. Physical Circulation Transactions			2. Interlibrary Loans		
a. Total Circulation	b. Children's Materials	c. Other Physical Items	a. Items Loaned <i>Provided to</i>	b. Items Received <i>Received from</i>	
264,040	133,331	6,122	33,065	56,739	
			Method for Counting ILL Transactions Categorized ILL Transactions		
(Only Total will display when Total ILL Transactions is listed as the Method for Counting ILL Transactions)			Items Loaned to Other Libraries <i>Provided to</i>	Items Borrowed from Other Libraries <i>Received from</i>	
Integrated Library Systems (ILS)			32,932	56,649	
WISCAT			128	38	
Other (includes OCLC, manual tracking or other methods)			5	52	
3. Electronic Content Circulation Transactions					
a. E-books	b. E-serials	c. E-audio	d. E-video	e. Children's E-materials	f. Total E-materials
71,332	8,374	17,556	3,730	4,348	100,992
4. Number of Registered Users			5. Overdue Fines	6. Reference Transactions	
a. Resident	b. Nonresident	c. TOTAL		a. Method	b. Annual Count
6,767	0	6,767	Yes	Actual Count	1,611
				a. Method	b. Annual Count
				Actual Count	161,348
8. Uses of Public Internet Computers				9. Uses of Public Wireless Internet	
a. Number of Public Use Computers	b. Number of Public Use Computers with internet access	c. Method	d. Annual Count	a. Method	b. Annual Count
34	34	Actual Count	25,586	Actual Count	15,825

LIBRARY PROGRAMS AND ATTENDANCE

Total In-Person and Live, Virtual Statistics by Age

	Young Child (0-5)	Child (6-11)	Young Adult (12-18)	Adult (19+)	General Interest (all ages)
Number of Programs	139	45	5	49	9
Total Attendance	4,783	2,259	64	1,259	831

Total Program Statistics by Program Category

	In-Person On-Site	In-Person Off-Site	Live, Virtual	Pre-recorded	
Number of Programs	244	3	0	0	
Total Attendance	8,017	1,140	39		
Total Program Views				0	

Describe the library's in-person programs:

Book clubs, storytimes, bilingual storytimes, drop in crafts, take home crafts, author talks, block parties (i.e. building blocks), teen stem programs, juggler, music groups/bands, edible book festival, Fall festival, garden programs, panel presentations, photography contest, Veterans Day program, antique appraisal program

Which platforms does the library use to host the library's live, virtual programs:

zoom

Describe the library's live, virtual programs:

No virtual-only programs. Both book clubs offers in-person and zoom attendance.

Which platforms does the library use to host the library's pre-recorded programs:

Youtube, but nothing new posted this year

Describe the library's pre-recorded programs:

n/a

IV. LIBRARY GOVERNANCE

Library Board Members. *List all members of the library board as of the date of this report. List the president first. Indicate vacancies. Report changes to the Division for Libraries and Technology as they occur. When reporting such changes, indicate the departing board members.*

First Name	Last Name	Street Address	City	ZIP+4	Email Address
PRESIDENT					
1. Sarah	Leinweber	861 E Glen Ave	Whitefish Bay	53217	skleinweber@mac.com
2. Nikki	DeGuire	6054 N Kent Ave	Whitefish Bay	53217	nikki.deguire@gmail.com
3. Sam	Dettmann	4828 N Idlewild Ave	Whitefish Bay	53217	TrusteeDettmann@wfbvilla
4. Ellie	Gettinger	5561 N Bay Ridge Ave	Whitefish Bay	53217	elliegettinger@gmail.com
5. Erin	Jelenchick	6025 N Bay Ridge Ave	Whitefish Bay	53217	jelenchick@gmail.com
6. Nathan	Christenson	1013 E Circle Dr	Whitefish Bay	53217	nathan.christenson@wfb scl
7. Claire	Flannery	836 E Glen Ave	Whitefish Bay	53217	flanneryclan@att.net
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					

No. of Library Board Members
Include vacancies in this count

7

V. LIBRARY OPERATING REVENUE

Report operating revenue only. Do not report capital receipts here.

1. Local Municipal Appropriations for Library Service Only Joint libraries report more than one municipality here

Municipality Type	Name	Amount
Village	Village of Whitefish Bay	\$900,526
		Subtotal 1
		\$900,526

2. County

a. Home County Appropriation for Library Services Subtotal 2a \$0

a. Other County Payments for Library Services

County Name	Amount	County Name	Amount
	\$0		
			Subtotal 2b
			\$0

3. State Funds

a. Public Library System State Funds

Description	Amount	Description	Amount
MCFLS Reciprocal Borrowing	\$57,179		
b. Funds Carried Forward from Previous Year	\$0	c. Other State Funded Program	0
			Subtotal 3
			\$57,179

4. Federal Funds Name of program—for LSTA grant awards, grant number, and project title

Program or Project	Amount
2025-51993 LSTA SEWI Conference scholarships	\$1,000
Subtotal 4	
\$1,000	

5. Contract Income From other governmental units, libraries, agencies, library systems, etc.

Name	Amount	Name	Amount
West Milwaukee	\$12		
			Subtotal 5
			\$12

6. Other Funds Carried Forward and Expended. Do not include state aid. Report state funds in 3b above. \$64,128

7. All Other Operating Income \$68,892

8. Total Operating Income Add 1 through 7 \$1,091,737

9. What is the current year annual appropriation provided by governing body(ies) for the public library?	\$930,490
10. Was the library's municipality exempt from the county library tax for the report year? Wis. Stat. s. 43.64(2)	Not Applicable

	VI. LIBRARY OPERATING EXPENDITURES	
Report operating expenditures from all sources. Do not report capital expenditures here.		

1. Salaries and Wages Include maintenance, security, plant operations \$584,828	2. Employee Benefits Include maintenance, security, plant operations \$135,754
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3. Library Collection Expenditures				
a. Print Materials \$75,856	b. Electronic Materials \$15,701	c. Audiovisual Materials \$17,000	d. All Other Library Materials \$6,445	Subtotal 3 \$115,002

4. Contracts for Services Include contracts with other libraries, municipalities, and library systems here. Include service provider.			
Provider	Description	Type	Amount
MCFLS	Automation and Technical Services	Contract	\$17,244
Subtotal 4			\$17,244

5. Other Operating Expenditures	\$215,334
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6. Total Operating Expenditures Add 1 through 5	\$1,068,162
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7. Of the expenditures reported in item 6, what were operating expenditures from federal program sources?	\$1,000
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	VII. LIBRARY CAPITAL REVENUE, EXPENDITURES, DEBT RETIREMENT, AND RENT	
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1. Capital Income and Expenditures by Source of Income <i>Do not report any expenditures reported above. Provide a brief description of any expenditures.</i>			
Source	Brief Description of Expenditure	Revenue	Expenditure
a. Federal		\$0	\$0
b. State		\$0	\$0
c. Municipal		\$0	\$0
d. County		\$0	\$0
e. Other	Renovation of story time room, including infrastructure changes	\$13,567	\$13,567
2. Debt Retirement \$0	3. Rent Paid to Municipality/County \$0	Total Revenue \$13,567	Total Expenditure \$13,567

	VIII. OTHER FUNDS HELD BY THE LIBRARY BOARD	
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1. Total Amount of Other Funds at the End of Year	\$88,797
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	IX. FUNDS PAID OR TRANSFERRED TO THE LIBRARY BOARD FINANCIAL SECRETARY
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1. Total Amount of Section IX Funds at End of Year	\$0
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X. STAFF

1. Personnel Listing. Libraries with 15 or fewer employees may report all staff under 1a. Libraries with more than 15 employees, list head librarian, chief assistants, branch librarians, division heads, and other supervisory personnel in 1a. and all other positions in 1b.

a. Employees Holding the Title of Librarian. Indicate advanced degrees in Type of Staff.

Position (Local Title)	Job Title (AppendixA)	Type of Staff	Total Annual Wages Paid	Hours Worked per Week
Director / Head Librarian	Library Director / Chief Officer	MLS (ALA)	\$93,266	42.05
Head of Adult Services (Supervisor)	Department Head / Coordinator / Senior Manager	MLS (ALA)	\$77,126	40.31
Head of Youth Services (Supervisor)	Department Head / Coordinator / Senior Manager	MLS (ALA)	\$79,269	40.48
Head of Circulation Services (Supervisor)	Department Head / Coordinator / Senior Manager	Other	\$61,058	40.50
Reference Librarian - Youth (VM)	Librarian (MLS)	MLS (ALA)	\$60,994	40.31
Reference Librarian - Adult (IM)	Librarian (MLS)	MLS (ALA)	\$33,129	22.10
Reference Librarian - Adult (SN)	Librarian (MLS)	MLS (ALA)	\$28,694	22.32
Reference Assistant - Youth (TM & M)	Library Assistant - Public Services	Other	\$10,716	12.13
Reference Assistant - Youth (KH & M)	Library Assistant - Public Services	Other	\$10,316	11.17
Reference Assistant - Adult (EH)	Library Assistant - Public Services	Other	\$10,227	11.57
Circulation Assistant - Public (9)	Clerk - Public Services	Other	\$95,623	115.24
Shelver (6 PT)	Page/Shelver	Other	\$13,886	28.79
Reference Assistant - Sub (5)	Library Assistant - Public Services	Other	\$3,727	4.34
Reference Librarian - Sub (RL)	Librarian (MLS)	MLS (ALA)	\$1,539	1.20
Circulation Assistant - Processing (€)	Clerk - Technical Services	Other	\$5,107	5.90
Circulation Assistant - Public Sub (ζ)	Clerk - Public Services	Other	\$1,248	1.46

X. STAFF (cont'd.)

b. Other Paid Staff *See Instructions*

Position (Local Title)	Job Title (AppendixA)	Type of Staff	Total Annual Wages Paid	Hours Worked per Week

2. Library Staff Full-Time Equivalents (FTEs). Divide the total hours worked per week for each category by 40 to determine full-time equivalents.

a. Persons Holding the Title of Librarian			b. All Other Paid Staff (FTE)	c. Total Library Staff (FTE)
Master's Degree from an ALA Accredited Program (FTE)	Other Persons Holding the Title of Librarian (FTE)	Subtotal 2a	Include maintenance, plant operations, and security	
5.22	0.00	5.22	5.78	11.00

XI. PUBLIC LIBRARY LOANS OF MATERIAL TO NONRESIDENTS

1. Of the total circulation reported for the library from Section III, item 1, what was the total circulation to nonresidents <i>See instructions for definition of nonresident</i>			91,782
Divide nonresident circulation among the following categories. The total of 2 through 6 below should not be greater than the number reported in item 1 above.	a. Those with a Library	b. Those without a Library	c. Subtotal
2. Circulation to Nonresidents Living in the Library's County	91,780	2	91,782
3. Circulation to Nonresidents Living in Another County in the Library System	0	0	0
4. Circulation to Nonresidents Living in an Adjacent County Not in the Library System	0	0	0
5. Circulation to All Other Wisconsin Residents	0	6. Circulation to Persons from Out of the State	0
7. Are the answers to items 1 through 6 based on actual count or survey/sample?	8a. Does the library deny access to any residents of adjacent public library systems on the basis of Wis. Stat. s. 43.17(11)(b)?	8b. If yes, does the library allow residents in adjacent systems to purchase library cards?	
Actual	No	Yes	

9. Circulation to Nonresidents Living in an Adjacent County Who Do Not Have a Local Public Library			
Name of County	Circulation	Name of County	Circulation
a.		f.	
b.		g.	
c.		h.	
d.		i.	
e.		j.	

XII. TECHNOLOGY (Not included in 2024 Report)

XIII. SELF-DIRECTED ACTIVITIES, STAFF SERVING YOUTH / ADULTS

1. Self-directed Activities: <i>Planned, independent activities available for a definite time period which introduce participants to any of the broad range of library services or activities that directly provide information to participants.</i>			
	a. Children (0-5)	b. Children (6-11)	c. Young Adult (12-18)
Number of Self-Directed Activities	2	12	1
Total Self-Directed Activity Participation	224	1,605	747
	d. Adult (19+)	e. General Interest (all ages)	f. Total
Number of Self-Directed Activities	3	1	19
Total Self-Directed Activity Participation	200	109	2,885
2. Name and email address of primary staff person who serves as the children, youth, or teen librarian. Only the primary person is displayed here.			
a. First Name	b. Last Name	c. Email Address	
Katie	Kiekhaefer	k.kiekhaefer@wfblibrary.org	
3. Name and email address of primary staff person who serves as the librarian for adults. Only the primary person is displayed here.			
a. First Name	b. Last Name	c. Email Address	
Scott	Lenski	s.lenski@wfblibrary.org	

XIV. PUBLIC LIBRARY ASSURANCE OF COMPLIANCE WITH SYSTEM MEMBERSHIP REQUIREMENTS



We assure the Public Library System of which this library is a member and the Division for Libraries and Technology, Department of Public Instruction that this public library is in compliance with the following requirements for public library system membership as listed in Wis. Stats.

A check (X) or a mark in the checkbox indicates compliance with the requirement.

- The library is established under s. 43.52 (municipalities), s. 43.53 (joint libraries), or s. 43.57 (consolidated county libraries and county library services) of the Wisconsin Statutes [s. 43.15(4)(c)1].
- The library is free for the use of the inhabitants of the municipality by which it is established and maintained [s. 43.52(2), 73 Op. Atty. Gen. 86(1984), and OAG 30-89].
- The library's board membership complies with statutory requirements regarding appointment, length of term, number of members and composition. [s. 43.54 (municipal and joint libraries), s. 43.57(4) & (5) (consolidated and country library services), and s. 43.60(3) (library extension and interchange)].
- The library board has exclusive control of the expenditure of all moneys collected, donated, or appropriated for the library fund [s. 43.58(1)].
- The library director is present in the library at least 10 hours a week while library is open to the public, less leave time [s. 43.15(4)(c)6]
- The library board supervises the administration of the library, appoints the librarian, who appoints such other assistants and employees as the library board deems necessary, and prescribes their duties and compensation [s. 43.58(4)].
- The library is authorized by the municipal governing board to participate in the public library system [s. 43.15(4)(c)3].
- The library has entered into a written agreement with the public library system board to participate in the system and its activities, to participate in interlibrary loan of materials with other system libraries, and to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library. This shall not prohibit a municipal, county, or joint public library from giving preference to its residents in library group programs held for children or adults if the library limits the number of persons who may participate in the group program, or from providing remote access to a library's online resources only to its residents. [s. 43.15(4)(c)4].
- The library's head librarian holds the appropriate grade level of public librarian certification from the Department of Public Instruction [s. 43.15(4)(c)6 and Administrative Code Rules PI 6.03].
- The library annually is open to the public an average of at least 20 hours each week except that for a library in existence on June 3, 2006, annually is open to the public an average of at least 20 hours or the number of hours each week that the library was open to the public in 2005, whichever is fewer [s. 43.15(4)(c)7].
- The library annually spends at least \$2,500 on library materials. [s. 43.15(4)(c)8].

XV. CERTIFICATION

I CERTIFY THAT, to the best of my knowledge, the information provided in this annual report and any attachments are true and accurate and the library board has reviewed and approved this report.

President, Library Board of Trustees Signature or designee 	Name of President or Designee Print or type Sarah Leinweber	Date Signed
Library Director / Head Librarian Signature 	Library Director / Head Librarian Print or type Nyama Reed	Date Signed

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS

As required by Wis. Stat. s. 43.58(6)(c), the following statement that the library system either did or did not provide effective leadership and adequately meet the needs of the library must be completed and approved by the library board. The response should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities.

County

Milwaukee

The Whitefish Bay Public Library Board of Trustees hereby states that in 2024 the waukee County Federated Library Sys
Name of Public Library *Name of Public Library System / Service*

- did provide effective leadership and adequately met the needs of the library.
- did not provide effective leadership and did not adequately meet the needs of the library.

Indicate with an X one of the above statements

Explanation of library board's response. *Attach additional sheets if necessary.*


Note: With the approval of the library board of trustees, this statement may be submitted separately from the Annual Report form that is sent to the library system, as an e-mail attachment to LibraryReport@dpi.wi.gov.

The Whitefish Bay Public Library commends MCFLS Director Heser and the MCFLS Board for their leadership in updating the formula for Reciprocal Borrowing (RB) in the new member agreements. The RB formula has been a much-debated issue for years. Thanks to the options presented by Director Heser and the MCFLS Board, it is rewarding to see a change finally implemented. Notably, South Milwaukee saw the highest percentage increase in funding. Under the previous RB formula, the library would have received \$2,472 in 2026. With the new formula, that amount rises to \$4,688-an impressive 89.7% increase. Despite having a modest collection budget, South Milwaukee now receives credit for its efforts to expand its collection. Similarly, Greendale benefits from an 11.2% increase under the revised formula, despite also having a modest collection budget. It is worth noting that three suburban libraries with the largest collection budgets-Wauwatosa, West Allis, and Greenfield-will receive less revenue under the new formula, even though they add far more titles than other suburban libraries in MCFLS. This indicates that there is no direct correlation between collection budget size and changes in revenue under the new formula. From 2006 to 2025, certain libraries received no RB revenue-MPL for all 20 years, North Shore for the last 13 years (none since 2012), Oak Creek for 14 years, and South Milwaukee for 17 years. Whitefish Bay received no RB revenue from 2006 to 2011 but has been a net lender since 2012. The new formula ensures that every library now receives funding, ranging from \$2,629 to \$360,772 in 2026-a \$358,143 gap from highest to lowest. Under the previous system, the gap would have been larger at \$371,964, with two libraries receiving nothing. Admittedly, the transition will be challenging, as increased revenue for some libraries means reduced funding for others. However, the variability of RB payments has long been recognized and is influenced by numerous factors. Fortunately, an increase in system aid funds from the state budget in recent years has boosted overall payouts. When comparing the 2021 payout (based on 2018-2019 circulation) to the projected 2026 payout (based on 2023-2024 circulation and title data), total funding has increased significantly from \$1,056,467 to \$1,498,634. With the increased size of the pie, this was the right time to adjust the formula so everyone gets a piece of the pie.

XV. CERTIFICATION

The preceding statement was approved by the Public Library Board of Trustees.

Division staff will compile the statements received for each library system and, as required by Wis. Stat. s. 43.05(14), conduct a review of a public library system if at least 30 percent of the libraries in participating municipalities that include at least 30 percent of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library. This statement may be provided to the public library system.

President, Library Board of Trustees Signature or designee	Name of President or Designee Print or type	Date Signed
	Sarah Leinweber	45

COMMENTS

SECTION_III

1b., Circulation of Children's Physical Materials (subset of 1a.)

Adjusted numbers to reflect true numbers of children's materials circulated. Previous calculations included YA circ (SH @ MCFLS)--2025-01-27

3a., E-book Circulation

21,062 Overdrive

48,835 Online Digitized Local History Collection

1,435 Ancestry--2025-03-28

3d., E-video Circulation

Plus Kanopy - NYR--2025-03-08

6a. Method Used to Count Reference Transactions

We track every patron interaction at both reference desks, with notations on type. We strictly applied the definition for "reference transaction" and as a result we show far fewer transactions than other libraries in the system.--2025-03-25

SECTION_V

6a. Other Funds Carried Forward and Expended

Designated donations from 2023

\$560 = overhead digital scanner

\$50,000 = Transferred to Foundation

\$13,568 = Story Room Remodel (capital)--2025-03-13

Designated donation rollover for digitization. Purchase of overhead scanner.--2025-03-10

6b. Other Funds Carried Forward for Future Expenditure

\$36,433 Designated donation from 2023 for "brick and mortar" projects

\$3,640 Designated donations over multiple years for digitization of local history materials

\$55,009 Unrestricted funds, rolled over unused operating funds from multiple years--2025-03-13

Other Revenue

Fines, program room rent, fees, donations, Friends allocation--2025-03-13

Exempt from County Library Tax

MCFLS is Not Applicable--2025-03-08

SECTION_VI

b. Electronic Content

Overdrive, OD Advantage, Ancestry, Kanopy, NewsBank MJS, Hoopla (WFB costs; not MCFLS contribution)--2025-03-13

correct--2025-03-08

d. All Other Library Materials

Take & Tinker items, museum passes--2025-03-13

Subtotal 3: Total Collection Expenditures

Increase is correct--2025-03-13

Amount

Removed databases from preloaded number. This includes III Basic software, add on software, OCLC, Internet, MyPC License and Server, eCommerce Fees, Postage & Forms--2025-03-13

5. Other Operating Expenditures

Programming, custodial contract, processing, membership, training, travel, copier, IT, building maintenance, office supplies, utilities, phones, transfer to Foundation--2025-03-13

Total Operating Expenditures

Correct--2025-03-13

SECTION_VII

Revenue

Designated donation received in 2023, rolled over and expended in 2024 for story room remodel--2025-03-13

Other Library Funds

Beginning Balance of Other Funds Under Library Board Control

Fund 22: Old donations designated for collections--2025-03-13

Additions

Interest income--2025-03-13

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025, Meeting
Re: Fund 13 and Fund 22 Review



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting people of all ages, inspiring a love of learning, and providing access to ideas, information, and resources.

Fund 13: The Library's Operating Fund

Fund 13 serves as the primary operating fund for the library, covering day-to-day expenses and ensuring smooth operations. Revenue for this fund comes from multiple sources, including property taxes, Milwaukee County Federated Library System (MCFLS) reciprocal borrowing, fines, fees, and donations. Any unspent operating funds at the end of the year contribute to the Fund 13 balance, creating a financial cushion for future library needs.

Fund Balance Management and Oversight

The Library Board has full authority over the Fund 13 balance, making allocation decisions based on the library's evolving needs. This financial flexibility allows the Board to support a wide range of initiatives, from routine operations to special projects and unforeseen expenditures.

In previous years, the Board has approved the use of the unrestricted fund balance for key initiatives such as:

- RFID Conversion: Upgrading the library's material tracking and checkout systems.
- Legal Fees for Foundation Creation: Supporting the establishment of the Library Foundation.
- Consultant Services: Funding expert guidance for strategic planning and Foundation development.

Even when these expenditures are approved, the fund balance is not always utilized. If the annual operating budget is underspent, surplus funds cover the approved costs instead, preserving the fund balance for future use.

Restricted vs. Unrestricted Funds

Fund 13 may also include restricted donations that are earmarked for specific projects and carried over until completion. Examples include:

- Website Updates (2017-2018): Enhancing the library's online presence and user experience.
- Legacy and Digitization Projects (2023-2024): Preserving historical materials and expanding digital accessibility.

Unlike municipal governments, which often have regulations regarding required fund balance levels, public libraries are not subject to such mandates. However, in discussions with a former Village Manager, Director Reed was advised to maintain an unrestricted fund balance equal to 5% of the library's operating budget to ensure financial stability. As of now, the library's unrestricted fund balance stands at 7%, providing a solid financial foundation.

Fund 13 Overview (2010-2024)

The table below presents a detailed summary of the library's Fund 13 balance activities over the past 14 years, outlining unrestricted and restricted funds, revenues, expenditures, and year-end balances. This historical data illustrates financial trends and supports informed decision-making for future budget planning.

Fund 22: Collection Enhancement Fund

Fund 22 is a dedicated fund composed entirely of donations specifically earmarked for enhancing the library's collection. These funds supplement the purchase of books, digital materials, and other resources, ensuring a diverse and high-quality selection for the community.

Library Board Oversight and Strategic Use

The Library Board has full authority over Fund 22 and determines its allocation each year. The goal is to meet or exceed the State of Wisconsin's library standards for an "enhanced" collection, providing patrons with a robust and dynamic selection of materials.

Financial Longevity and Future Outlook

Fund 22 was initially expected to be depleted years ago, but careful planning, conservative spending, and strategic financial management have significantly extended its viability. Several key factors have contributed to its prolonged lifespan:

- Increased Operating Budget (Fund 13) Allocation: A larger portion of the library's collection costs is now covered by Fund 13, reducing reliance on Fund 22.
- Additional Collection Support:
 - The Friends of the WFBPL allocated funds for special collections in 2023 and 2024, providing supplemental resources.
 - Adjustments to MCFLS costs and Hoopla expenditures have freed up additional operating funds, increasing collection support without tapping into Fund 22 or impacting other operating budget areas.
 - These combined efforts have brought the library closer to achieving an "enhanced" collection standard before utilizing Fund 22.
- Exceptional Interest Income: Strong investment returns in recent years have generated additional revenue, further preserving the fund balance.

Future Sustainability

As a result of these efforts, Fund 22 is now projected to remain viable beyond 2030, continuing to support collection purchases for several more years. Once fully expended, Fund 13 will take over full responsibility for the library's collection costs, ensuring ongoing sustainability and access to high-quality materials for the community.

Financial Summary (2014-2031)

The table below provides a detailed breakdown of Fund 22's expenditures and revenues over time, offering insight into its historical usage and future projections.

Fund 13 Balance History as of March 27, 2025, Nyama Reed

From Budget Books	Starting Balance	Variance Between Budget Books	Over/ Under Operating Budget	Applied Fund 13 Balance	Ending Balance Unrestricted	Restricted Donations Revenue	Restricted Donations Expenditures	Ending Balance Restricted	Total Ending Balance	Notes	Unrestricted Donations
2010	Part of General Fund										
2011											105.00
2012											-
2013						58,542.00			-	58,542.00	
2014	58,542.00	4.00	(2,544.00)		56,002.00			-	56,002.00		4,080.00
2015	56,002.00		8,441.00		64,443.00			-	64,443.00		2,208.00
2016	64,443.00		(1,306.00)	(25,000.00)	38,137.00	6,000.00		6,000.00	44,137.00	RFID Project	831.00
2017	38,137.00		5,223.00		43,360.00			6,000.00	49,360.00	Website	1,001.00
2018	43,360.00		590.00		43,950.00		(5,125.00)	875.00	44,825.00	Website	902.00
2019	43,950.00	875.00	(2,160.00)		42,665.00		(875.00)	-	42,665.00	Release restricted to unrestricted	2,206.00
2020	42,665.00		22,752.00		65,417.00			-	65,417.00		8,951.00
2021	65,417.00	6,533.00			71,950.00			-	71,950.00		3,494.00
2022	71,950.00		(24,657.00)		47,293.00			-	47,293.00		3,140.00
2023	47,293.00	(1.00)	8,517.00		55,809.00	103,400.00		103,400.00	159,209.00	Legacy and Digitization	1,438.00
2024	55,809.00	(0.63)	20,084.08		75,892.45	800.00	(64,127.36)	40,072.64	115,965.09	Legacy and Digitization	4,330.00
											37,220.00

Fund 22 History as of March 27, 2025, Nyama Reed

Year	Fund 22 Expenditures	Used For	Interest Revenue	Donation Revenue	Yearly End Balance	Notes	Interest %	Operating Budget	Friends Collections	Total Collections	% Interest
Deposits through 4/30/2010											
Interest through 3/31/2010				1,064,006.00	1,064,006.00						
3/12/1999	35,000.00	Per Memo 1/25/2011 from Village Clerk/Treasurer to Village Manager				Book Sale					
8/4/2000	611,802.37					Bartley					
3/99-7/01 Interest	33,576.03										
Withdrawals for Expenses	(326,682.00)										
Balance as of 7/31/01	353,696.40										
2002	(659,600.09)				404,405.91	New Building Completed					

Year	Fund 22 Expenditures	Used For	Interest Revenue	Donation Revenue	Yearly End Balance	Notes	Interest %	Operating Budget	Friends Collections	Total Collections	% Interest	
2003	(70,318.08)				334,087.83							
2004	(56,219.53)				277,868.30							
2005	(26,858.69)				251,009.61							
2006	(16,981.33)				234,028.28							
2007	(17,612.60)				216,415.68							
2008	(43,174.22)				173,241.46							
2009	(57,124.82)				116,116.64							
2010	(10,350.00)		61,202.23		166,968.87	Per LP Files						
2011	unknown					10th Anniversary Fundraising						
2012	unknown				272,953.53	105,984.66		98,298.00		98,298.00		
2013	(6,541.00)		241.05		266,653.58		0.1%	99,789.00		106,330.00	8.2%	
2014	(3,984.00)		208.75		262,878.33		0.1%	105,538.00		109,522.00	3.0%	
2015	(18,997.49)	Collections	322.71		244,203.55		0.1%	86,598.00		105,595.49	-3.6%	
2016	(23,960.47)		1,015.65		221,258.73		0.5%	79,332.00		103,292.47	-2.2%	
2017	(18,455.53)		2,074.77		204,877.97		1.0%	87,125.00		105,580.53	2.2%	
2018	(4,693.24)		4,693.15		204,877.88		2.3%	105,173.00		109,866.24	4.1%	
2019	(31,486.77)		5,673.38		179,064.49		3.2%	79,473.00		110,959.77	1.0%	
2020	(21,172.28)		1,270.96		159,163.17		0.8%	80,403.00		101,575.28	-8.5%	
2021	(26,447.95)		150.24		132,865.46		0.1%	79,621.00		106,068.95	4.4%	
2022	(60,162.21)		\$27,662.21 Collections	4,153.66		76,856.91	\$25k Foundation	5.4%	70,561.00		98,223.21	-7.4%
2023	(23,400.53)		Collections	13,531.98	7,000.00	73,988.36		18.3%	80,000.00		103,400.53	5.3%
2024	-			14,798.45		88,786.81		16.7%	103,580.95	11,151.05	114,732.00	11.0%
2025	(15,000.00)	2,074.41		As of 2/28/25	75,861.22		2.7%	105,000.00	10,500.00	130,500.00	13.7%	
2026	(12,500.00)				63,361.22			107,500.00		120,000.00	-8.0%	
2027	(10,000.00)				53,361.22			110,000.00		120,000.00	0.0%	
2028	(7,500.00)				45,861.22			112,500.00		120,000.00	0.0%	
2029	(5,000.00)				40,861.22			115,000.00		120,000.00	0.0%	
2030	(2,500.00)				38,361.22			117,500.00		120,000.00	0.0%	

To: Whitefish Bay Public Library Board of Trustees
 From: Nyama Y. Reed, Library Director
 Date: April 1, 2025, Meeting
 Re: 2025 Collection Supplement



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting people of all ages, inspiring a love of learning, and providing access to ideas, information, and resources.

Background

The 2010 Wisconsin Department of Public Instruction (DPI) state standards for library collections utilized 4 levels, with total expenditures based on municipal population. Based on those standards, Whitefish Bay Public Library (WFBPL) set a goal to meet the enhanced standard, budgeting total collection expenditures between \$110,000 and \$115,000 to ensure a well-rounded and high-quality selection of materials for the community.

	Basic Level	Moderate Level	Enhanced Level	Excellent Level
Materials Expenditures*	\$76,675	\$92,435	\$112,740	\$144,972

These standards were revised in 2018, reflecting updated terminology and adjustments in recommended expenditures. The revisions were based on data collected in 2016, meaning that while the figures were current at the time of the update, they have since become outdated due to inflation and changes in publishing costs. Libraries have the option to continue using the 2016 expenditure guidelines, but doing so does not provide an accurate representation of what is truly needed to maintain a robust, diverse, and up-to-date collection. Over time, factors such as inflation, shifts in publishing trends, and the increasing demand for digital resources have significantly impacted the cost of maintaining a high-quality collection.

To provide a more accurate financial framework, the table below presents recommended per capita expenditures for library materials for communities with populations between 13,000 and 18,999. Two different models are used to account for changes over time:

- **Model 1** adjusts the 2016 base amount by 2.5% annually to account for gradual cost increases.
- **Model 2** incorporates inflation adjustments to reflect the actual rise in material costs.

In recent years, WFBPL’s collection expenditures have consistently exceeded the expanded standard outlined in the guidelines but have not yet reached the highest standard.

Of note, Friends of the Library allocated funds for the Library’s Hot Reads, Take & Tinker collection, and museum passes in 2024 and 2025. Additionally, the adjustment of Milwaukee County Federated Library System (MCFLS) and Hoopla expenditures as outlined in the previous memo enable the Library to dedicate more of the operating budget to collections, without impacting other budget areas.

Under **Model 1**, this would require a Fund 22 allocation of **\$4,727**, while **Model 2** would require **\$11,729**. A third approach would be to use a midpoint allocation of **\$8,500**, bringing total collection expenditures in 2025 to **\$124,000**.

This strategic adjustment would ensure that WFBPL continues to provides the community with access to a well-curated and comprehensive collection of print and digital materials.

Recommendation

It is recommended the WFBPL Board of Trustees approve a 2025 collection supplement of \$8,500 from Fund 22.

2018 State Standards with Adjustments

Materials Expenditures/ Capita	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025 Budget
Plus 2.5% per Year (Model 1)	Base	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	
Tier 1 (Minimum Level)	3.68	3.77	3.87	3.96	4.06	4.16	4.27	4.37	4.48	4.60	65,256
Tier 2 (Expanded Level)	4.85	4.97	5.10	5.22	5.35	5.49	5.62	5.77	5.91	6.06	86,003
Tier 3 (Highest Level)	6.78	6.95	7.12	7.30	7.48	7.67	7.86	8.06	8.26	8.47	120,227
Materials Expenditures/ Capita	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025 Budget
Plus Inflation Rate per Year (Model 2)	1.3%	2.1%	2.4%	1.8%	1.2%	4.7%	8.0%	4.1%	2.9%		
Tier 1 (Minimum Level)	3.68	3.73	3.81	3.90	3.97	4.02	4.20	4.54	4.73	4.86	69,057
Tier 2 (Expanded Level)	4.85	4.91	5.02	5.14	5.23	5.29	5.54	5.98	6.23	6.41	91,012
Tier 3 (Highest Level)	6.78	6.87	7.01	7.18	7.31	7.40	7.75	8.36	8.71	8.96	127,229

Collection Expenditure History

Year	Fund 22	Operating Budget	Friends Collections	Total Collections
2013	(6,541.00)	99,789.00		106,330.00
2014	(3,984.00)	105,538.00		109,522.00
2015	(18,997.49)	86,598.00		105,595.49
2016	(23,960.47)	79,332.00		103,292.47
2017	(18,455.53)	87,125.00		105,580.53
2018	(4,693.24)	105,173.00		109,866.24
2019	(31,486.77)	79,473.00		110,959.77
2020	(21,172.28)	80,403.00		101,575.28
2021	(26,447.95)	79,621.00		106,068.95
2022	(60,162.21)	70,561.00		98,223.21
2023	(23,400.53)	80,000.00		103,400.53
2024	-	103,580.95	11,151.05	114,732.00
2025	(8,500)	105,000.00	10,500.00	124,000.00

2025 Mtg Date	From Strat Plan	Jan Cancelled	Feb 2/25/2025	Mar 4/1/2025
Board members				
Board annual actions				
Budget				Fund 13 and Fund 22: review and projections. Approve 2025 collections supplement
Policy and Procedures Reviews	Ensure updated policies; align with Village policies; provide support for staff, and clarity for community			Patron Conduct and Safety
Leadership team				
Space				Village led roof and fire system replacement projects
EDI	Community continues to diversify: opinions, backgrounds, race/ethnicity, politics, access, culture, languages, sexual orientation, ages, abilities, gender identity, values, priorities vary			
Strategic plan				Board agenda to start discussion
Plan reviews & reports				State annual report - review and approve
Staff				
Director				
Friends				Update Board on Friends 2025 Budget
Foundation		Steward recent donors	Update Board on Foundation; reimagining and reinvigorating the campaign	Foundation Spring campaign

2025 Mtg Date	Apr 4/29/2025	May 5/20/2025	Jun 6/24/2025	Jul 7/22/2025	Aug 8/19/2025
Board members		Welcome new board member(s) (Village, School?)		Board officer elections; appointments to library board committees and Foundation Board.	Working Group formed for eval fc
Board annual actions					
Budget			2026 budget: review initial draft	2026 budget: approve library budget to submit to village administration	Village board begins 2026 budget discussions
Policy and Procedures Reviews		Internet & Tech			Intellectual Freedom and related policies
Leadership team					Dept presentation - youth services (KK/VM)
Space	Obtain study room quotes	Review study room conversion quotes and obtain necessary approvals	Schedule study room conversion		Research options for adding door opener buttons to public restrooms.
EDI					
Strategic plan	Obtain quotes from 2-3 vendors if needed	Board review of quotes, plus selection and approval of vendor	Start strat plan process		
Plan reviews & reports	WI DPI library standards review		Collection management: report on collection performance, including key metrics and reciprocal borrowing status		
Staff					Working Group formed for eval fc
Director					Update Board on staff development, engagement, and longevity
Friends	Streamline donation process across all 3 entities		Update Board on Friends		Update Board on Friends
Foundation			Update Board on Foundation		Update Board on Foundation

2025	Sep	Oct	Nov	Dec
Mtg Date	9/30/2025	10/21/2025	11/18/2025	12/16/2025
Board members	Forms and job descriptions review. Aug-Nov			
Board annual actions		Approve exceptions to library hours and board meeting dates for next year	Approve staff wages for next year.	Director review
Budget	Village: Health insurance premium updates received	Village board receives electronic distribution of village manager recommended 2026 budget	Village board discussion and approval of 2026 budget	
Policy and Procedures Reviews			Bylaws	
Leadership team		Dept presentation - circulation services (TH) + Technology Plan		Dept presentation - adult services (SL) + Marketing Plan
Space				
EDI				
Strategic plan	Complete strat plan	Communicate strat plan to community		
Plan reviews & reports				
Staff	Forms and job descriptions review. Aug-Nov			Staff reviews completed
Director			Director submit self-reflection to personnel committee	Director meets with personnel committee before Dec board mtg
Friends		Update Board on Friends		Update Board on Friends
Foundation		Update Board on Foundation	Foundation Fall Annual campaign	

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025, Meeting
Re: Review of Strategic Plan Quotes



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting people of all ages, inspiring a love of learning, and providing access to ideas, information, and resources.

Background

The WFBPL (Whitefish Bay Public Library) previously developed strategic plans for two periods: 2016-2021 and 2021-2024. The 2016-2021 plan was created with the help of a library board member who had prior experience with nonprofit strategic planning in New York. This process was conducted without financial cost, utilizing a large committee of staff and board members.

For the following period (2021-2024), the new plan was created, taking into account the challenges posed by the pandemic, which made it difficult to forecast for five years. This plan was completed by a local consultant at a cost of approximately \$8,100. The development of this plan involved a review of the previous plan, analysis of library-implemented surveys, multiple discussions with Library staff and the Board, and extensive one-on-one conversations with library patrons, conducted by the consultant.

Process

To initiate the next strategic plan, Director Reed contacted three consultants who specialize in library strategic planning. Initial discussions with these consultants focused on reviewing past plans, while mentioning that the Library Board had not yet engaged in a formal discussion about the new plan, and as such, budget details and specific goals were still uncertain.

Director Reed requested draft quotes from the consultants, each reflecting their usual process for creating strategic plans and including multiple options for an a la carte approach for enhancements. These draft quotes are intended for review and discussion, providing direction for follow-up. Depending on the feedback from the Board, the next steps could include the following:

1. **Narrowing List:** Based on Board feedback, the list of consultants may be narrowed to 1 or 2.
2. **Requesting Updated Quotes:** After receiving feedback from the Board, Director Reed will ask for revised quotes based on specific preferences, such as whether or not to include community conversations or a Board retreat.
3. **Bringing Revised Quotes for Approval:** Once updated quotes are gathered, they will be presented at the next Board meeting for further discussion and final approval. If desired, Director Reed will invite the consultants to join the next meeting for Q&A.

Consultants

The three consultants contacted by Director Reed offer robust expertise in library strategic planning.

- **Rachel Arndt Consulting:** Founded by Rachel Arndt, a public librarian with over 20 years of experience, Rachel Arndt Consulting specializes in guiding libraries of all sizes through the process of achieving their strategic goals. Since transitioning to consulting in 2020, Rachel Arndt has completed strategic plans for the Milwaukee County Federated Library System (MCFLS), Milwaukee Public Library, Franklin Public Library, and Hales Corners Public Library, among others. With an MLIS degree and extensive library experience, Ms. Arndt provides valuable insight into the challenges and needs of libraries. Her background as the Public Services Area Manager at Milwaukee's Central Library gives her valuable experience and perspective on libraries in Milwaukee County.
- **WiLS (Wisconsin Library Services):** WiLS is a non-profit membership organization dedicated to supporting libraries in Wisconsin through collaborative projects and services. They aim to save time and money for libraries while enhancing the quality of library services. WiLS has successfully completed strategic plans for public libraries in Grafton, Marathon County, and Germantown, among

others. Their experience with Wisconsin libraries positions them well to assist WFBPL in developing an updated strategic plan.

- **Fesemyer Consulting:** Specializing in community engagement, strategic planning, facilitation, and training for library staff and trustees, Fesemyer Consulting is led by Cindy Fesemyer, who has an MLIS degree and 15 years of experience working in public libraries and related institutions in Wisconsin. Prior to entering library consulting, Cindy Fesemyer worked in financial management and nonprofit consulting. In recent years, Fesemyer Consulting has completed strategic plans for libraries across various states, including Georgia, Michigan, Pennsylvania, New York, California, and Minnesota. Ms. Fesemyer's background in libraries and consulting equips her well to guide libraries through a strategic planning process.

Quotes

- Rachel Arndt Consulting
 - Projected range \$: \$7,787.50 - \$8,187.50
 - Quote and sample strategic plans attached
- WiLS
 - Projected range \$15,624-18,767
 - Quote and sample strategic plans attached
- Fesemyer Consulting
 - Verbal quote
 - \$22,000 for strategic plan
 - \$5,000 for facilitated Board retreat
 - Sample strategic plans attached

Action

The WFBPL Board of Trustees motions to instruct Director Reed to... (tbd)

Introduction

I am pleased to submit a proposal to Whitefish Bay Public Library for strategic planning services. As the principal consultant, I am proud to offer fully customizable facilitated sessions to meet a variety of needs and budgets. Please consider this proposal a starting point that can be tailored to your specifications. Rachel Arndt Consulting provides “no surprises” pricing so that decision-makers can review all costs and fees associated with these services.

Assumptions

The following assumptions have been made to create the proposal and estimate.

- A formal contract will be signed by both the consultant and the library once the scope of services is finalized.
- The strategic planning process includes input and participation from Whitefish Bay Public Library leadership.
- Whitefish Bay Public Library leadership will reserve spaces, manage attendance, and is responsible for any refreshments. The meeting space(s) will include a projector, screen, and A/V equipment.
- The consultant will provide their own laptop.
- Public communication about strategic planning will be distributed by Whitefish Bay Public Library with messaging support from the consultant.
- Consultant will provide a work log along with invoices.
 - Hourly costs are billed to quarter hour.

Scope of Services & Estimate

Description of Services:

Consultant will lead project management services for the full strategic planning process. Plan and execute the various elements included to gather relevant research and obtain community and stakeholder feedback. Consultant will aggregate findings and draft recommendations. Work can begin as early as May 2025 with a minimum six-month project timeline.

Possible Deliverables:

1. Consultant will lead a kick-off meeting for library director and key stakeholders to establish project timeline and checklist. (Virtual or in-person)
 - Cost: \$150.00
2. Consultant prepares initial community profile and library research.
 - Cost: \$600.00
3. Develop a public survey to collect data about library patron satisfaction.
 - Cost: \$600
4. Facilitate feedback session(s) for library community. (In-person) *Options below.*
 - Cost to develop feedback session content: \$300
 - Option A: Host drop-in community feedback events. Recommend 2 events, publicized to broad sections of the library community. Participants drop-in during the two-hour event to participate in easy activities to gather feedback. Participants may stay for 10 – 20 minutes depending on their level of engagement.
 - Cost: \$800
 - Option B: Host focus-group feedback events. Recommend 1 – 2 events by invite and public registration for patrons to participate in meaningful dialogue through guided prompts. Each event is approximately 1.5 hours in duration.
 - Cost: \$1,200
5. Facilitate 1:1 interviews with key stakeholders. (In-person)
 - Recommend meetings with: library trustee(s), municipal leader(s), foundation/friends member(s), community volunteer(s), high-engagement patron(s), key demographic representative(s).
 - Cost: \$1,100 for four interviews and creation of questions.
 - This step could be deputized to a committee/board to conduct additional interviews with prescribed questions.

6. Facilitate staff and board feedback sessions. (In-person) Recommend separate half-day sessions for staff and board members at minimum.
 - Cost: \$1,600
 - Guided prompts, small group activities, and strategic discussions to gather feedback. Can use [SWOT](#) or [PESTEL\(E\)](#) framework.
 - Cost: \$225 to develop content
7. Periodic check-in meetings to monitor progress and review findings. (Virtual or in-person)
 - Cost: \$412.50 for three meetings and prep
8. Summary report of research and feedback findings.
 - Cost: \$900 (assuming 12 pages)
9. Strategic plan draft and final copy.
 - Cost: \$450 (assuming 6 pages)

Estimated Range for Services: \$7,787.50 - \$8,187.50

Detailed estimate and base rates on next page.

Whitefish Bay Public Library Estimate

Item	Service	Hours/Miles	Rate	Cost
1	Kick-off Meeting (1)	1.5	\$100.00	\$150.00
2	Initial Project Design/Checklist	4.0	\$75.00	\$300.00
2	Community research, checklist review	4.0	\$75.00	\$300.00
3	Survey Design & Execution		Flat Rate	\$600.00
4	Develop Community Feedback content	4.0	\$75.00	\$300.00
4A	Facilitate Community Event (2)	4.0	\$200.00	\$800.00
4B	Facilitate Community Feedback (2)	6.0	\$200.00	\$1,200.00
5	Develop 1:1 Interview content	4.0	\$75.00	\$300.00
5	Facilitate 1:1 Interviews (4)	4.0	\$200.00	\$800.00
6	Develop Staff/Board content	3.0	\$75.00	\$225.00
6	Facilitate Staff/Board Feedback	8.0	\$200.00	\$1,600.00
7	Develop meeting agenda, follow-up	1.5	\$75.00	\$112.50
7	Check-in Meeting (3)	3.0	\$100.00	\$300.00
8	Summary Findings Report (by page)	12	\$75.00	\$900.00
9	Strategic Plan draft/final (by page)	6	\$75.00	\$450.00
total				\$8,187.50

2025 Base Consulting Rates

Service	Hours/Miles	Rate/hour
Facilitation	1.0	\$200.00
Project Design/Research	1.0	\$75.00
Meetings	1.0	\$100.00
Report/Plan	per page	\$75.00
Survey Design/Execution	flat rate	\$600.00
Travel (lodging)*	GSA 2025 rate	\$110.00
Travel (mileage)*	IRS 2025 rate	\$0.70

*Consultant will waive mileage and lodging fee for all work performed in Milwaukee County.

Billing:

Client will be invoiced monthly for services performed. Invoice will be generated by Rachel Arndt Consulting no later than the 15th day of the following month. Invoices are to be paid within 30 days of receipt. A final invoice for any outstanding fees will be billed upon completion of the project, to be paid within 30 days. Services not included in this estimate or in the finalized contract will be billed at a minimum \$50/hour of work performed by the consultant, based on the type of work performed. *See rate table on next page.*

Please make checks payable to: Rachel Arndt Consulting, LLC.

References:

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Consulting Services Coordinator & Continuing Education Consultant

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STRATEGIC PLAN 2025 - 2028 REPORT

MISSION

MCFLS (Milwaukee County Federated Library System) provides collaborative leadership, advocacy, and support for high-quality resources and services to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County.

VISION

MCFLS and member libraries envision themselves as indispensable resources and vital partners providing access to a coordinated network of information, exceptional library experiences, and life-inspiring opportunities.

INTRODUCTION

Milwaukee County Federated Library System's current strategic plan was approved by the MCFLS Board on May 20, 2019. The plan identified strategic directions, service goals, initiatives, and activities for 2020 through 2024. Despite major interruptions to service and operations during the COVID-19 pandemic, MCFLS staff successfully worked through much of the plan. Anticipating the conclusion of the previous strategic plan, MCFLS released a request for proposals for strategic planning services in June 2023. Rachel Arndt Consulting, LLC was selected to facilitate the strategic planning work and a contract was agreed upon in August 2023. This work will culminate in a new four-year strategic plan covering 2025 – 2028.

Background research included a review of the MCFLS's previous strategic plan¹, the Milwaukee County strategic focus areas², and Milwaukee County census data³. This work helped inform the initial kick-off meeting and draft of survey questions.

METHODOLOGY

A kick-off meeting was held on September 7, 2023, including MCFLS's Legislative & System Services Committee members, Director, Steve Hesel, and Consultant Rachel Arndt. This meeting finalized the timeline and elements included in the strategic planning process. The first step in gathering relevant data to evaluate the system's strengths and weaknesses was an online survey to collect feedback about MCFLS patron satisfaction. This survey was available from October to November 2023 and had over 10,000 responses representing patrons from all MCFLS member library locations.

¹ Milwaukee County Federated Library System. *Strategic Plan 2020 – 2024*. <https://www.mcfls.org/MCFLS-2020-24-Strategic-Plan.pdf>.

² Milwaukee County. Office of Strategy Budget and Performance, *Strategic Focus Areas*. <https://county.milwaukee.gov/EN/Strategy-Budget-and-Performance/Vision>

³ U.S. Census Bureau. *Milwaukee County, Wisconsin*. https://data.census.gov/profile/Milwaukee_County,_Wisconsin?q=050XX00US55079

METHODOLOGY (cont.)

A second online survey in November 2023 collected feedback from MCFLS member library directors about member satisfaction. Both surveys served as a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis baseline for further exploration at the MCFLS Member Retreat held on January 18, 2024, at UWM (University of Wisconsin Milwaukee) School of Continuing Education. There were 22 participants representing MCFLS member libraries, MCFLS board members, and MCFLS staff at the full-day retreat. Retreat participants collaboratively through facilitated discussions and completed visioning exercises designed to elicit significant feedback about MCFLS and its future.

Survey feedback from patrons and members was also presented during a half-day retreat for MCFLS staff members on February 7, 2024, at the MCFLS office. All seven staff members were present and participated in facilitated discussions which culminated in visioning exercises to hone the emerging ideas from the member retreat.

Consultant Rachel Arndt met with MCFLS's Legislative & System Services Committee after both retreats to debrief and analyze findings as well as review the emerging themes, ideas, and goals.

MCFLS retains all the data collected in JotForm from the two surveys, images of the small group notes, and received written debrief reports following both retreats.

FINDINGS

A review of MCFLS's 2020 – 2024 strategic plan demonstrates that the system director and staff addressed nearly all the goals and objectives within the duration of the strategic plan timeframe. Feedback in the member library and staff retreats indicated that this strategic plan was effective and successful. This success is notable since many library functions and operations were disrupted in 2020 due to the Coronavirus pandemic mandated closures and service adjustments. While this disruption was significant for both MCFLS and member libraries, feedback noted the leadership, adaptability, and support from MCFLS was valued by members during this uncertain time and until operations could resume regularized practices.

Throughout the 2020–2024 plan, prioritization and project phasing ensured that the MCFLS staff capacities were not overburdened. MCFLS staff indicated that this type of project management was key to the strategic plan's success.

A patron satisfaction survey was promoted through online marketing efforts and boosted social media advertising. Some member libraries also shared the survey with patrons through their library communication methods. This may have had the effect of skewing the survey towards regular library users, those who are more comfortable with technology and those who already receive library marketing material. This methodology may exclude those patrons with less access or comfort with technology, those in the library service area that do not already receive library marketing material, or library non-users. There were just over 10,000 responses to the survey with the largest sample of responses identified as over the age of 60 (4,888 responses; 49%). This survey may be helpful in identifying the satisfaction and needs of older adult patrons given this large response.

FINDINGS (cont.)

Within the patron survey, respondents were asked to identify the library they use most frequently. Data showed that all MCFLS member library locations were represented in survey responses. The patron survey was structured to gather satisfaction data about patron experiences with core MCFLS services: obtaining library materials through the holds and delivery system, the CountyCat mobile app, digital materials, and online learning available to patrons, and the types of activities patrons engage in at Milwaukee County libraries. Some survey results were utilized as content and context during both the member and staff retreats. MCFLS retains the raw survey result. Overall, MCFLS patrons were satisfied with these core services and patrons deeply appreciate and value their libraries for a wide variety of reasons. The results showed that some patrons lack awareness about library programs, services, and available online resources and may desire more training around library technology and online resources.

The member library survey served as a baseline for collaborative SWOT analysis to assess MCFLS's strengths, weaknesses, opportunities, and threats during the member retreat. Significant participation from MCFLS board members and library members affirmed that MCFLS has a positive reputation for success and member engagement. Member feedback also indicated that MCFLS is effectively utilizing its budget, staff, and resources to benefit member libraries and their patrons. Participants agreed that the system leadership and staff contribute significantly to the success of system goals. Participants felt system staff knowledge and expertise led to a collaborative and supportive environment for member libraries.

A mini-retreat for MCFLS staff brought together findings from the patron and member surveys for a staff-focused SWOT analysis. MCFLS staff comments reinforced the successes of the previous strategic plan and its implementation method of prioritizing and phasing new initiatives so that major projects were staggered. This methodology will be carried over into the next MCFLS strategic plan.

[Full strategic plan continued next page]

AREAS OF FOCUS

in alphabetical order

I. Advocacy

MCFLS will advocate for system and member library support, goals, and resources.

II. Data Collection & Utilization

MCFLS will review existing data collection points provided to members and employ new methods of data analytics to enhance understanding of library outputs and outcomes.

III. Organizational Culture

MCFLS will review its internal operations updating them to account for the addition of personnel, remote work conditions and a desire to foster an inclusive culture where all system staff are empowered to learn new skills and communicate well on behalf of the organization.

IV. Patron Experience

MCFLS will lead members in reviewing internal decision making to ensure the patron experience is a positive one with high-quality, reliable services to all system library patrons.

V. Stewardship

MCFLS will investigate new tools and methodologies in alignment with member goals that leverage system resources and improve organizational activities.

VI. Strengthen Member Libraries

MCFLS will explore professional development opportunities for the library system. It will develop a consistent, structured method of communication with MCFLS stakeholders and members to improve engagement and information sharing. [OBJ]

I. Advocacy

MCFLS will advocate for system and member library goals, financial support, and library resources. MCFLS makes connections that benefit the library system and its members. MCFLS will build and maintain relationships within Southeastern Wisconsin to grow capacity and support for MCFLS and member libraries.

GOAL: Work with member libraries to build relationships with municipalities and key community partners.

- Action: Educate elected leaders at local, system, and state levels.
- Action: Increase library visibility at the Milwaukee County Intergovernmental Cooperation Council (ICC).
- Action: Define successful structures, pathways for relationships with community partners.
- Action: Share methods, tool kit, ideas, and templates for cooperation.

GOAL: Delivers legislative awareness for member libraries.

- Action: Coordinate system engagement in Library Legislative Day.
- Action: Establish system priorities to be shared with legislators.
- Action: Perform environmental scans for legislative actions and governance or political issues that may impact member libraries and communicate accordingly.

GOAL: Work collaboratively with member libraries to provide visibility and marketing for library resources in Milwaukee County and reinforce the value of libraries in the community.

- Action: Continue to hone MCFLS branding.
- Action: Provide documentation on library resources for members to use with patrons.
- Action: Work with member libraries to identify underserved library audiences, including lapsed and prospective users, and tailor appropriate outreach initiatives while prioritizing the confidentiality of patron personal information and data.
- Action: Engage the public via member libraries to solicit action where appropriate, i.e., go to the library, get a card, etc.

GOAL: Support First Amendment rights, patron privacy, and freedom to read.

- Action: Work with the MCFLS Board and member libraries to develop uniform, consistent messaging on core concepts and values that underpin library services to all patrons.

GOAL: Pursue available opportunities for financial support for members to expand their library resources.

- Action: Identify and facilitate member library use of local, state, and federal sources of grant funding.

II. Data Collection & Utilization

MCFLS will utilize data analysis for enhanced understanding of library outputs and outcomes. MCFLS and member libraries collect and access relevant data about their libraries, collections, and patron activities. Data provides MCFLS members and staff with the information necessary to draw conclusions, make decisions, or further explain outcomes.

GOAL: Engage data analytics to further evaluate MCFLS data for decision-making, contextual understanding, and understanding of patron and library outcomes.

- Action: Review current data collection points provided to member libraries by MCFLS staff. Work with the MCFLS Board and member libraries to collect and examine new data points as needed.
- Action: Contextualize existing data to provide a broader perspective on how system resources can be better utilized.
- Action: Continue working through the DPI (Department of Public Instruction) and state to expand the data visualization project and provide useful metrics through dashboards and other means. Use this project as a starting point for evaluation of and replacement for the current MCFLS dashboard.

GOAL: Evaluate patron satisfaction on an ongoing basis.

- Action: Utilize existing patron satisfaction data as baseline.
- Action: Track patron satisfaction data over time for changes and to evaluate progress.

GOAL: Examine staffing models for a professional data analyst.

- Action: Work with the MCFLS Board and member libraries to define MCFLS data analytic needs.
- Action: Determine the financial feasibility of collaborating with other systems on procuring the services of a data analyst or using system funds for hiring an analyst as a system employee.

III. Organizational Culture

MCFLS will review its internal operations updating them to account for more personnel, remote work conditions and a desire to foster an inclusive culture where all staff are empowered to learn new skills and communicate well on behalf of the organization.

GOAL: Perform a systematic review and update of MCFLS policy and procedures to reflect current practices.

- Action: Review internal procedures tied to office operations updating them to reflect current personnel and work environment.
- Action: Identify time-sensitive system policies and procedures and implement a process for (at minimum) an annual review of those documents, soliciting feedback from the MCFLS Board and LDAC as needed.
- Action: Implement a review of position responsibilities regularly to ensure business continuity and aid in succession planning when staff turnover occurs.

GOAL: Develop strategic internal communication structure.

- Action: Set up a platform for system staff to collect input from library staff and list unresolved help desk items.
- Action: Define a protocol for all system staff that outlines appropriate responses to library staff to help organization communication become consistent and clear.
- Action: Develop a MCFLS communication plan identifying stakeholders and channels of communication and norms to be used by all staff.
- Action: With input from MCFLS Board and member libraries, create a crisis communications plan for the system defining responsibilities and procedures in the event of a time-sensitive emergency.

GOAL: Establish organizational values to support MCFLS mission and vision and cultivate a shared staff culture.

Findings from strategic planning may serve as a starting point for identifying values.

- Action: Facilitate values-based conversations to hone ideas and reach consensus on organizational values.
 - Involve MCFLS Board and member libraries in discussions, decision-making for organizational values.
 - Determine how those organizational values will impact current and new system activities.
- Action: Publish organizational values and incorporate them into the MCFLS office and culture.
 - Help system staff understand their role in contributing to the mission and value of the organization.
 - Create a process where system staff are able to contribute ideas in a meaningful way about future organizational activities which are then reviewed and discussed among the full team on an annual basis.

GOAL: MCFLS staff development and continuing education supports growth of staff expertise and tailored to MCFLS staff roles.

- Action: Commit the financial resources necessary to ensure system staff are well-educated and informed to perform their responsibilities at a high level.
- Action: Include continuing education participation within the annual performance review of each system staff member.
- Action: Arrange one professional development event for system staff that addresses ways to foster a supportive and inclusive work culture.

IV. Patron Experience

MCFLS will support high quality service to all system library patrons. MCFLS will lead members in reviewing internal decision making to ensure the patron experience is a positive one with high-quality, reliable services to all system library patrons. MCFLS will support member libraries delivering responsive, innovative services to existing library users and new communities of users in the County.

GOAL: Apply equity lens to system decision-making.

- Action: Create a board policy to always include an evaluation of how DEI (Diversity, Equity, and Inclusion) concerns are being addressed when introducing new or evaluating current system services.
- Action: Prioritize the expansion of diverse perspectives when hiring system staff and recommending appointments to the MCFLS Board.
- Action: Begin the process of integrating the Milwaukee County Racial Equity Budget Tool (REBT) into the system budgeting process.

GOAL: Automate processes and patron self-services to reduce staffing pressures.

- Action: Leverage improvements in library automation technology to improve service and connection to communities. For example, utilizing improvements to self-checkout and self-registration to provide efficiencies for both libraries and patrons.
- Action: Evaluate off-hours access to materials, such as holds-lockers.

GOAL: Identify and seek opportunities to reduce barriers and differences across member libraries that may impact patrons.

- Action: Survey member libraries on areas of collaboration including a system-wide fee card, consistent circulation periods and/or fine amounts.

GOAL: Identify audiences and areas of service improvement for greater inclusivity. [examples of audiences: aging populations, adults with low literacy, homebound, low-income, individuals with disabilities]

- Action: Work with member libraries to identify and build vital relationships with community partners to meet patron needs.
- Action: Identify strategies to connect with lapsed, in-active, or non-users.
- Action: Utilize accessibility features or other technologic solutions for patrons with disabilities to access online resources.

V. Stewardship

MCFLS will effectively steward system resources. *MCFLS provides collaborative and fiscally responsible service to member libraries, meeting or exceeding all its statutory obligations as defined in WI Stat § 43.17, 43.19, 43.24. Members expect quality core services such as materials delivery, management of the ILS (Integrated Library System), and technology maintenance. MCFLS will evaluate member satisfaction and seek opportunities for improvements to these services as they become available, minimizing disruptions to MCFLS members.*

GOAL: Develop electronic document management for MCFLS policies and MCFLS board materials.

- Action: Investigate the use of an online document management tool to allow for easy access to committee agendas, minutes, and important files for the MCFLS Board and all committees.

GOAL: Leverage system resource and project management to benefit all member libraries and their patrons.

- Action: Identify system priorities that benefit all members.
- Action: Reduce system infrastructure costs for members wherever possible.
- Action: Evaluate reciprocal borrowing ahead of system agreements.
- Action: Perform an ongoing evaluation of system-provided electronic resources for value and effectiveness to residents of Milwaukee County.
- Action: Manage MCFLS capacity.
 - Leverage project management tools.
 - Use phased implementation.
- Action: Utilize successful system models, including MCFLS's own templates for success.

GOAL: Proactively monitor library and affiliated vendor and service landscapes for new system resource opportunities.

- Action: Identify sources of new resource opportunities at the local, state, and national level.
- Action: Work with member libraries to vet these opportunities and ensure successful adoption (for example: TBS printing and time management, Patron Point, etc.).

VI. Strengthen Member Libraries

MCFLS will strengthen member libraries with professional resources and expertise. *MCFLS will develop a consistent, structured method of communication with MCFLS stakeholders and members to improve engagement and information sharing.*

GOAL: Create structured opportunities for networking and knowledge sharing among member libraries.

- Action: Develop engagement strategies for Library Directors' Advisory Council (LDAC).
- Action: Scale system, LDAC, and subcommittee collaboration and information sharing.

GOAL: Provide continuing education that responds to industry trends, library priorities, and the necessary knowledge to best meet member library needs.

- Action: Ensure that continuing education is relevant and tailored to member library staff through ongoing participation in the Southeast Wisconsin (SEWI) continuing education cohort.
- Action: Implement technology training and information sharing with member libraries that reflects the dynamic changes occurring in cybersecurity and artificial intelligence.
- Action: Customer service training to member library staff that reflects up-to-date information about local continuum of care, trauma-informed care, and crisis management.
- Action: Provide member libraries with leadership and guidance on matters related to inclusivity and outreach to communities through continued collaboration with community partners.

GOAL: Effectively communicate with MCFLS stakeholders and members.

- Action: Assess volume and method of e-mail communication for large, technical projects.
- Action: Diversify communication methods used by system using the MCFLS communications plan.
- Action: Identify areas for uniformity in system and member library policies.
- Action: Provide regular structured, scheduled communication to members and MCFLS Board.

GOAL: Explicitly define the MCFLS role in serving patrons directly.

- Action: Work with MCFLS system staff, MCFLS Board and member libraries to determine how and what support to patrons is required by MCFLS to be most effective.
- Action: Determine what financial resources must be put in place to meet these patron support needs.
- Action: Provide access to specific training resources to assist member libraries to meet patron needs.

Strategic Plan

2025-2028



MISSION:

TO BE THE HEART OF THE COMMUNITY BY OFFERING A WELCOMING SPACE WHERE NEIGHBORS CONNECT, CURIOSITY IS SPARKED, AND LIFELONG LEARNING THRIVES.

VISION:

EXPLORE. LEARN. READ.

USER EXPERIENCE

Empowering Patrons

- Develop programs & resources to help patrons fully utilize the library

Collection Development

- Enhance & diversify the library's collection

Facility Enhancements

- Create inviting, multi-functional areas

RESPONSIBILITY TO COMMUNITY

Fiscal

- Strengthen financial sustainability

Environmental

- Implement sustainable practices

Professional

Competencies

- Invest in staff training & development

RE-IMAGINING LIBRARIES

Innovating Library Services

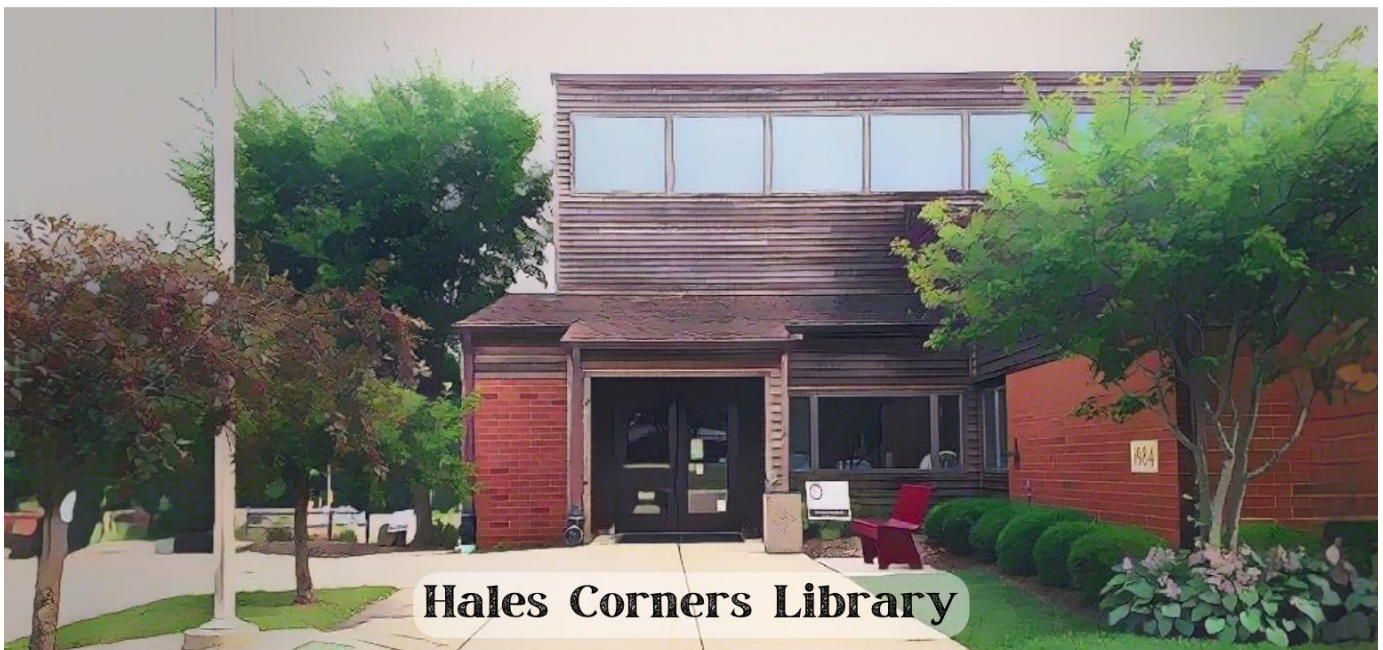
- Expand the boundaries of traditional services

Enhancing Community Engagement

- Foster collaborations

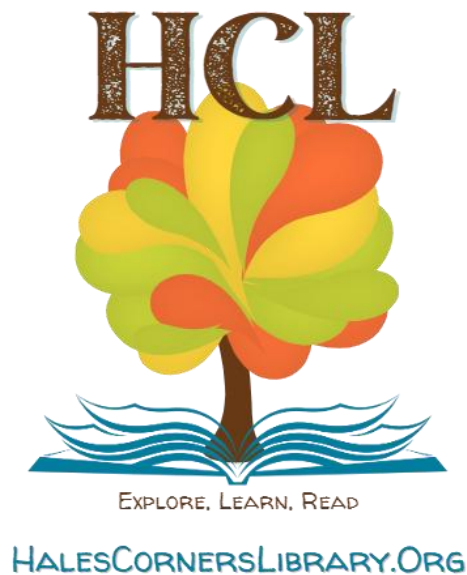
Enduring Relevance

- Develop initiatives to adapt to changing needs



Hales Corners Library

Hales Corners Public Library Strategic Plan 2025 – 2028



Connected Communities

Introduction

In 2024, Hales Corners Public Library leadership assembled a Strategic Planning Committee and contracted with Rachel Arndt Consulting, LLC to develop a strategic plan for 2025 – 2028. The committee included the Library Director and representatives from the Hales Corners Public Library staff, the board, and two community members. The Committee collaborated to assess library and community data, develop content for community listening sessions and a survey, and to evaluate findings.

Strategic Planning Methodology

The Strategic Planning Committee had been assembled prior to contracting with Consultant Rachel Arndt and some preparatory work had already taken place. The consultant attended Hales Corners Public Library's Staff Development Day on April 19, 2024 to gather feedback from the library staff through a guided discussion.

With input and support from the Strategic Planning Committee, two (2) facilitated community conversations were held on June 11, 2024 and June 13, 2024 in the library's W. Ben Hunt Room. Attendees included the Library Director, two (2) Strategic Planning Committee members, three (3) Library Friends members, seven (7) community members. The community conversations included questions and prompts to gather information for a SWOT analysis for Hales Corners Public Library. Participants were also led through visioning exercises to capture their ideas for library programs and services as well as community aspirations for the library's future. Identical questions were used at each session. Notes were aggregated from both sessions and a debrief report was shared with committee members.

The Strategic Planning Committee also developed the questions for the community survey to assess user preferences and needs to help understand the community's strategic priorities and the ways people prefer to use the library facility and services. The community survey was made available to the public from June 1, 2024 to July 15, 2024. This online survey was promoted by the library through in-building signage and flyers, the library website, and social media. For those who were unable to complete the survey online, staff were available to assist with completion. Data from the survey helped understand the preferences of high and low frequency library users through multiple choice, Likert scale, short answer, and checkbox questions. The survey was anonymous but did include demographic information to help understand library user bases. The survey received 156 responses.

Findings

Raw notes, findings, a debrief report from the community feedback sessions, and the survey results were shared with all Strategic Planning Committee members and the Library Director. This documentation is retained by the Library Director. The committee used a collaborative process to incorporate these findings and develop the strategic areas, goals, and objectives in the final plan.

Strategic Plan Structure

This strategic plan is built on a foundation of flexible, actionable steps that guide the library toward fulfilling its goals. Each action item is assigned a difficulty rating of 1, 2, or 3 (low to high effort) to ensure balanced implementation. Actions are distributed across a three-year timeline to maintain steady progress and avoid clustering efforts of similar difficulty levels within the same year. This deliberate pacing ensures the library's resources are utilized efficiently, promoting sustainable and impactful growth.

The Library Director will be responsible for the activities, implementation, and reporting of the strategic plan, with oversight from the Library Board. This report was presented and approved by the Library Board on December 19, 2024.

Introduction

Public libraries serve as essential spaces for fostering connection, learning, and community engagement. This strategic plan focuses on the theme of "**Connected Communities**," aiming to enhance the library's role as a central resource that inspires library users. By prioritizing user experience and re-imagining the library's future, we will cultivate an environment that fosters lifelong learning, accessibility, and collaboration.



L to R: Library materials on the shelves, W. Ben Hunt Cabin, community puzzle table

Strategy I - User Experience

Goal 1: Empowering Patrons

Objective: Develop comprehensive programs and resources to help patrons fully utilize library services including digital literacy workshops, research skills and library navigation.

Actions

- 1) Offer patrons a menu of digital literacy workshops tailored to various skill levels. Combine with one-on-one appts.
- 2) Develop and update interactive tutorials for easy reference access.
- 3) Implement a *Patron Journey* initiative to optimize user experience from entry to service completion.

Goal 2: Collection Development

Objective: Enhance and diversify the library's collection to reflect community interests, ensuring accessibility to a wide range of materials, including e-books, audiobooks, and multimedia resources.

Actions

- 1) Regularly audit collections to reflect community demographics, offering materials in multiple languages and formats.
- 2) Create criteria and perform a systematic inventory on a regularized schedule to evaluate the library collection.

Goal 3: Facility Enhancements

Objective: Improve the library's physical space to create inviting, multi-functional areas that suit a variety of activities, from quiet study to community events.

Actions

- 1) Assess the library floor plan and prioritize flexible furniture, shelving, and library spaces for collaborative and individual work.
- 2) Expand offerings in the W. Ben Hunt Prairie Learning Garden to connect patrons with nature.
- 3) Upgrade technology and assess equipment in the library meeting rooms.
- 4) Introduce specialized areas for makerspaces and gaming.

Strategy II – Responsibility to Community

Goal 1: Fiscal Responsibility

Objective: Strengthen financial sustainability by expanding the Friends of the Library group, enhancing fundraising efforts, and exploring grant opportunities.

Actions

- 1) Develop sponsorship packages to attract financial support for library programs and services.
- 2) Enhance funding to expand opportunities for digital equity.
- 3) Grow and diversify Friends of the Library fundraising efforts.

Goal 2: Environmental Responsibility

Objective: Implement sustainable practices within library operations and library programs to promote awareness and responsibility.

Actions

- 1) Host sustainability workshops and community recycling events.
- 2) Prioritize sustainable practices in the library.

Goal 3: Professional Competencies

Objective: Invest in staff training and development to ensure library personnel are equipped with the latest skills and knowledge in library science.

Actions

- 1) Develop ongoing training for library staff that reflects current library trends.
- 2) Establish an onboarding program for new employees.
- 3) Define baseline customer service competencies; train and incorporate across all library positions.



4) L to R: Youth program in W. Ben Hunt Room, Trunk or Treat 2024, Touch a Truck 2024

Strategy III – Re-Imagining Libraries

Goal 1: Innovating Library Services

Objective: Explore new programming and services that expand the boundaries of traditional library offerings, such as makerspaces, coding workshops, and community workforce support, while staying within budget constraints.

Actions

- 1) Launch a *Try It at The Library* series featuring technologies such as 3D printing, virtual reality experiences, and robotics.
- 2) Expand the *Library of Things* collection, including tools, technology, and craft kits.

Goal 2: Enhancing Community Engagement

Objective: Strengthen community ties by fostering collaborations with local organizations, schools, and businesses. Create clear, consistent communication strategies to promote library resources, services, and programs.

Actions

- 1) Develop joint programs with schools that achieve shared goals.
- 2) Enhance outreach efforts by participating in community events.
- 3) Support employment literacy.

Goal 3: Enduring Relevance

Objective: Develop initiatives that ensure the library remains a relevant and indispensable community resource, adapting to changing needs while preserving its core values and mission.

Actions

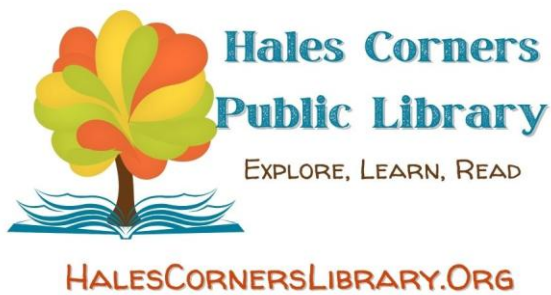
- 1) Create a *year in review* to celebrate milestones and the library impact on the community.
- 2) Create a targeted marketing plan with campaigns emphasizing the library's evolving role and offerings.

Conclusion

This strategic plan outlines our commitment to fostering connected communities through innovative programming, responsible stewardship, and a re-imagined vision of library services. By empowering our patrons and continuously adapting our role to meet evolving needs within the community, Hales Corners Library will remain a timeless and essential resource. Together, we will create a vibrant space that nurtures curiosity, collaboration, and lifelong learning for all members of our community.



L to R: Exterior of the library, Dash the turtle





March, 2025

Proposal for Strategic Plan Development, Consulting, and Facilitation Services

Whitefish Bay Public Library



Overview

WiLS, in partnership with the Whitefish Bay Public Library, will provide consulting and facilitation services in order to create a five-year strategic plan. The planning process will have four phases:

1. Setting the stage for planning
2. Stakeholder engagement
3. Strategic plan development
4. Meaningful assessment of your strategic plan

The Whitefish Bay Public Library and WiLS will engage various stakeholders to evaluate the library's most recent strategic plan and learn more about their aspirations for the community and their needs for the library. Community engagement will be supplemented with robust

quantitative data collection and analysis to ensure the strategic plan will be data-informed and meet the needs of the community and the library.

Deliverables and Cost

Each phase is customizable to make sure your library has the process that will result in an inspirational and achievable strategic plan. For any meetings that require travel, the cost will reflect travel time and mileage (\$823.00 per travel event). Not all meetings benefit equally from being in person, and WiLS is able to conduct all aspects of the planning process virtually.

Project Phase & Associated Activities	Description	Tentative timeline
Phase 1: Setting the Stage	In this phase, we will kick off the strategic planning process with a look at community demographics. At a virtual kick-off meeting with the strategic planning team, we will get to know each other, discuss the process, and review any available data.	Late Spring/Early Summer 2025
<i>Demographics workbook</i>	WiLS provides a snapshot of the library's service area/community demographics, pulling from different federal and state data resources. The planning team will use the information gathered during this process to develop a stakeholder map.	
<i>Planning team questionnaire</i>	WiLS will administer a questionnaire to the planning team to develop an understanding of library and community aspirations, issues, and needs. The entire board can complete this questionnaire.	
<i>Strategic planning kickoff meeting (virtual)</i>	WiLS will facilitate a 90-minute virtual kickoff meeting with the Strategic Planning Team/Committee. The meeting's agenda will include <ol style="list-style-type: none"> 1. An overview of the process, including the phases and associated activities, to develop a timeline/calendar for the process 2. An overview of the planning team's role 3. Time for questions and suggestions 	
Phase 2: Stakeholder Engagement	We believe that hearing directly from the community helps your library make the best decisions for its future. In this phase, we propose using a data-gathering approach that is both evaluative and future-facing and utilizes qualitative and quantitative data.	Summer - Early Fall 2025

<i>Library Staff SOAR</i>	<p>WiLS will coordinate and facilitate a four-hour meeting of library staff utilizing the SOAR method (Strengths, Opportunities, Aspirations, and Results). This meeting will be held using in-person facilitation.</p>
<i>Stakeholder (Board, Friends, and Foundation) Questionnaire</i>	<p>WiLS will develop, share with the library director, and theme responses of a questionnaire that will ask library stakeholders (Board, Friends, and Foundations members) questions about the community and library that have strategic implications for the library.</p>
<i>Community survey</i>	<p>WiLS, in partnership with the library, will administer a community survey that is available online and in hard copy. The time and cost reflected here are for the base community survey, which asks questions to understand usage, perception, and satisfaction related to library services, as well as optional basic demographic questions. Additional questions or extensive edits to the base survey may result in additional hours and costs. WiLS will include survey promotion tips in the broader communications plan.</p> <p>WiLS will analyze the survey results. Top-level findings will be shared in the data webinar.</p>
<i>Data Dashboard Access & Tour (virtual)</i>	<p>The planning team will be given access to a dashboard created and hosted by WiLS. This dashboard takes DPI Annual Report data into a visualized format that allows you to see an individual library's data for up to the previous five years and a look at your library compared to a cohort average of similar libraries, identified through statistical modeling. The dashboard also includes some basic descriptive statistics of specific measures.</p> <p>This includes access to the dashboard for the period of the project as well as an hour-long virtual tutorial with WiLS' Data Analyst to walk planning team members through how to use the dashboard.</p> <p>Top-level findings will be shared in the data webinar.</p>
<i>Stakeholder interviews (optional)</i>	<p>WiLS, with assistance from the library, will coordinate a series of 30-45 minute 1:1 interviews with library and community stakeholders. The interviews will provide qualitative data and insight into community strengths and opportunities and what catalyzing role the library might play.</p> <p>The interviews may be conducted by WiLS virtually or by phone.</p> <p>Detailed notes will be taken at each interview. WiLS will theme the notes from interviews and present the findings at the data webinar.</p>
<i>Community Q&A boards - in-library</i>	<p>WiLS will provide a basic handout and a how-to for library staff on creating community "Q&A" boards at library locations. This passive, interactive activity will pose a set of future-facing questions to explore community strengths, opportunities, and possible roles for the library. WiLS will theme responses.</p>

		Note: This activity will require 3-4 hours of library staff time to prep and set up the stations, monitor them throughout their “open” period, and then to take and share photos of the responses with WiLS. WiLS will theme the responses and present the findings at the data webinar.
	<i>Community Q&A boards – virtual (optional)</i>	<p>WiLS will provide a how-to for library staff on creating community “Q&A” discussions virtually through a set of coordinated social media postings as a way to mirror the in-library Q&A board stations. WiLS will theme responses.</p> <p>Note: This activity will require 3-4 hours of library staff time to prep and schedule social media posts, monitor them throughout their “open” period, and then take and share screenshots of the responses with WiLS. WiLS will theme the responses and present the findings at the data webinar.</p>
	Phase 3: Development of the Strategic Plan & Strategic Plan Deliverable	<p>WiLS will share with the Strategic Planning Team a review of data and information and meet to develop a strategic plan that articulates a vision for the library, develops key focus areas, highlights strategic initiatives, and establishes goals and objectives.</p> <p>Fall 2025</p>
	<i>Data Webinar (recorded)</i>	WiLS will develop, record, and share a 1.5-hour webinar to review the data and information gathered with the Strategic Plan planning team before the strategic plan development meeting. The committee will be provided with a slide deck of the compiled information and the data used for the slide deck.
	<i>Theming Worksheets</i>	WiLS will provide planning team members with a worksheet to capture their ideas about themes and important ideas that emerged during the data and information gathering phase.
	<i>Framework Meeting (in-person)</i>	WiLS will develop processes and provide facilitation services for a 2-hour strategic plan development meeting of the planning team. The result of this meeting will be the finalization of strategic goals, and measurable objectives. <i>This meeting can be virtual, but we recommend in-person if possible.</i>
	<i>Plan Writing</i>	WiLS will compile the results of the planning meetings to include with other documentation to develop and write a strategic plan document. WiLS will coordinate a schedule with the library to finish writing the plan and obtain any feedback from appropriate stakeholders. WiLS allocates 16 hours for writing the strategic plan document. If additional writing time is requested beyond the 16 hours, an adjusted cost for this component will be required.
	<i>Graphic Design and Editing Process (optional)</i>	If desired, when the draft is nearing completion, WiLS can add desired graphic design elements and provide the library an easy mechanism to share photos and graphics they would like included in the final plan document.

Phase 4: Meaningful Assessment of Your Strategic Plan		Fall 2025
	<i>Assessment meeting (virtual)</i>	<p>Regular assessment and evaluation of your plan can provide clarity on implementing your strategic plan and seeing your library's achievements of its goals. Working with WiLS' data analyst, the library will learn how to set meaningful benchmarks and assess their strategic plan efforts. This will include a two-hour training session with up to 6-8 staff participants and tools and templates to easily and routinely assess efforts.</p>

Cost to Perform

The cost for each phase and activity is outlined in the table below.

Phase & Activity	Cost
Phase 1:	\$ 1,624.00
Demographics workbook	\$464.00
Planning team questionnaire	\$464.00
Strategic Planning Team Kickoff Meeting (virtual)	\$696.00
Phase 2: Community, Staff, and Stakeholder Engagement	\$ 7,620.00 - \$9,244.00
Library Staff SOAR (in person)	\$1,925.00
Stakeholder (Board, Friends, and Foundation) Questionnaire	\$580.00
Community survey	\$1,856.00
Data Dashboard access & tour (virtual)	\$696.00
<i>Stakeholder interviews (optional)</i>	<i>\$232.00 -per interview, up to 5 \$ 1,160.00</i>
Community Conversations	\$580.00 per conversation, plus \$823.00 for each travel event. Recommend 2 conversations, with one travel event (i.e. afternoon and evening conversation on the same day) \$1,983.00
Community Q&A boards - in-library (optional/alternate)	\$580.00

<i>Community Q&A boards - virtual/online (optional/alternate)</i>	\$464.00
Phase 3: Development of the Strategic Plan & Strategic Plan Deliverable	\$ 5,220.00 - \$ 6,739.00
Data webinar (virtual)	\$1,682.00
Framework meeting	\$1,682.00 (virtual) 2,505.00 (in-person)
Plan writing	\$1,856.00
<i>Graphic design & editing (optional)</i>	\$696.00
Phase 4: Meaningful Assessment	\$ 1,160.00
Assessment meeting (virtual)	\$1,160.00
Note: Travel (per travel event)	\$823.00
TOTAL PROJECT RANGE	\$15,624.00 - \$18,767.00

*The lower range total does not include any optional components, and reflects WiLS recommended process. The higher total includes optional activities that include five interviews, virtual Q&A Boards, and graphic design support. The higher total would not be exceeded. The prices and timeline in this proposal are locked in for 60 days from the date of sharing. Should the library need more time to make a decision, WiLS may need to revise the proposal.

Key Staff

When you hire us, you get the whole team. WiLS' service experts have diverse skills and experiences and can be brought in, as needed, on any project. This keeps us flexible and responsive to the needs of different projects and helps us keep our eyes on the horizon of emerging and innovative practices from various vantage points.



Melissa McLimans, Library Strategist & Consulting Team Lead, has over nine years of experience leading strategic planning processes with public libraries and library systems. Melissa has worked with dozens of libraries and community stakeholders to develop, complete, and implement achievable strategic plans that reflect the needs of organizations and their stakeholders. Melissa is well-experienced in data collection, including administering community surveys, leading focus groups, and conducting interviews, as well as facilitating planning meetings and writing strategic plans.



Laura Damon-Moore, Library Strategist & Consultant, partners with her consulting team colleagues to offer manageable and dynamic planning projects that are community and asset-based. She brings a background in community engagement, community-led program development, and youth services, as well as significant project coordination, communications, and writing experience as co-founder of the Library as Incubator Project and @IArtLibraries. In addition, Laura has a certificate in Asset-Based

Community-Led Development (ABCD), which she uses as a lens for much of her work with libraries.



Kim Kiesewetter, Data Analyst & Consultant, works on a variety of library-centric, data-driven projects with the WiLS consulting team. She brings with her over a decade of research and evaluation experience. Her background in the social sciences provides a foundation for her work, including extensive training in evaluation, research methods, and statistical analysis. Her approach to projects is warm, open, and accessible, and focuses on intuitive and accessible deliverables.



**BUILD CONNECTIONS
ENRICH LIVES**

Germantown Community Library **STRATEGIC PLAN 2023-2027**



**Building connections, enriching lives
& growing our community.**

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MISSION

The Germantown Community Library is a cornerstone of our community that provides services, ideas, and resources that enrich lives, build connections, and grow the community.

The GCL lives this mission by

- Connecting people with information and resources they need to thrive.
- Providing a welcoming environment and positive experience for everyone.
- Cultivating learning at any age.
- Offering opportunities for entertainment and leisure.

"The Germantown library is one of the "hidden" gems in our community. I have found it to be useful in every facet of my life! We are so fortunate to have a wonderful library with so many services to offer in our community."

-Community Survey Participant



WELCOME TO YOUR LIBRARY!

Germantown Community Library Background

When the first Germantown Community Library was built in 1962, it served a population of just under 700 people and was open twenty hours a week. Fast paced growth in the next two decades led to the construction in 1982 of a new building that was five times larger. The appeal of Germantown's location, its thriving economy, and village services continued to attract new residents. By 2000, Germantown's population had grown past 18,000 and the library had outgrown its space. With an eye on future growth, the village approved a 26,000 square foot building that can be expanded by 13,000 square feet through an addition of a second floor mezzanine level. In 2002, the current building opened its doors and welcomed patrons.

The Village's foresight will almost certainly benefit community members in the coming years. Germantown continues to grow. As of 2022, the Germantown Community Library serves nearly 21,000 residents and an extended county population of 34,539 that includes the non-librariated communities of Richfield and Jackson. Richfield makes up 32% of the total service population and Jackson, 10%. Unsurprisingly, as the population has grown, so have the needs of community members for the Germantown Community Library. Collections, public spaces, technology, and programs have all flourished over the last several years.

Like many libraries, Germantown Community Library faces challenges, especially in the wake of the COVID-19 pandemic and the resulting disruptions. The library has many opportunities to serve the Village of Germantown and surrounding communities, but an increase in library space and/or the modification of existing spaces is crucial to meeting those needs. Germantown is growing and there is also an increase in the diversity of residents in and around the Village. This offers opportunities for the library to grow its user base and impact in the community, but also presents a real challenge as the needs of the different groups are varied. The library, as an employer, has been impacted by external events. COVID-19, staff shortages, and competing funding priorities are all challenges that the library faces, at least in the short term. However, through this strategic plan and with community guidance, the library will develop strategies to successfully meet these challenges and continue to thrive alongside the community it serves.

As the library's statistics show and as the community knows, the Germantown Community Library is ready to embrace the challenges before them. This was especially apparent in the last two years, as the library provided key services through commitment and innovative thinking during closures and public health concerns related to COVID-19. Faced with great challenges, the library thrived and worked to help others do the same, in ways big and small. With these experiences, a remarkable staff, and strong community support, the Germantown Community Library is well positioned to successfully achieve its strategic goals.

It's a wonderful library - great place to study, learn, read, hang out - and all the staff are so friendly and helpful, they're terrific. The library is a real treasure!"
-2022 Community Survey Response

STRATEGIC GOALS

The following goals and objectives were determined after a thorough process of data and information gathering and analysis. They are rooted in community and library needs, articulated in survey results, community conversation findings, staff input, and quantitative data such as demographics and library statistics.

Goal 1: Growing Services

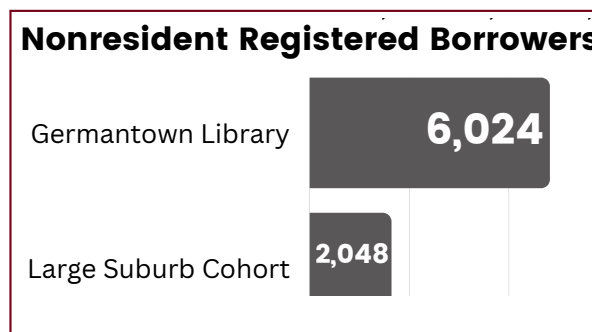
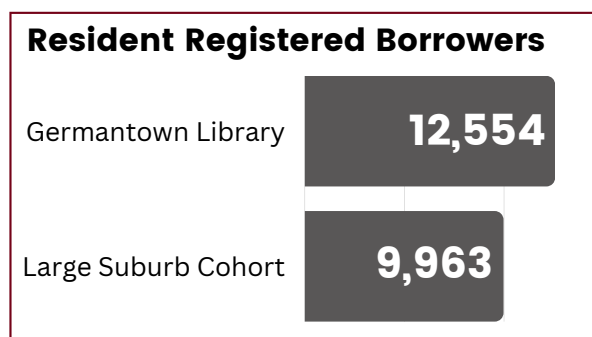
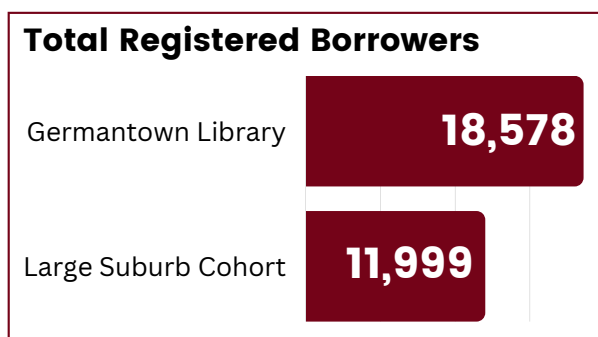
Collection care and customer service are fundamental to the library's success. Cultivating the collection and providing excellent service will increase accessibility to and use of the Germantown Community Library.

Objectives

- Develop and maintain collection management policies and procedures for materials and resources, both physical and digital, which reflect the needs and interests of the community.
- Strengthen and maintain a positive patron experience through programming and services that are responsive and appealing to the community we serve.

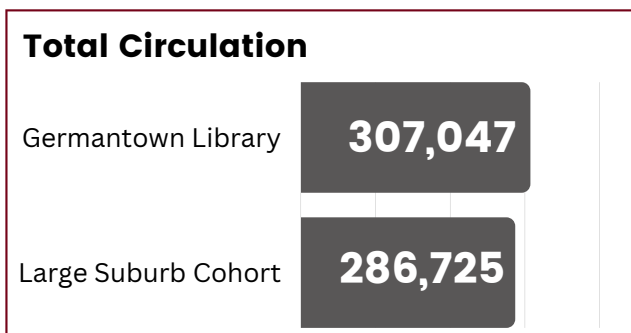
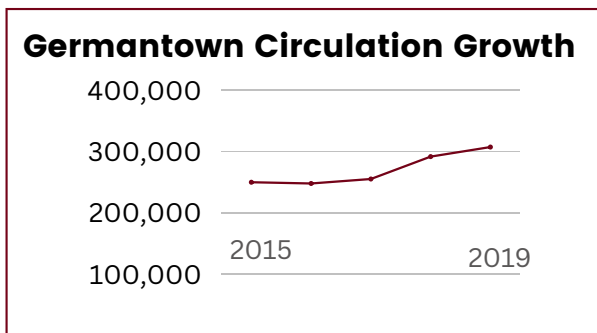
The Germantown Community Library is more than a physical space. It provides critical services to the community and as their needs grow and change, the library should be positioned to respond through quality collections, programming, and staff expertise. In times that have been challenging for most public libraries, the Germantown Community Library has thrived, as the following 2019 statistics clearly illustrate.

Registered Borrowers

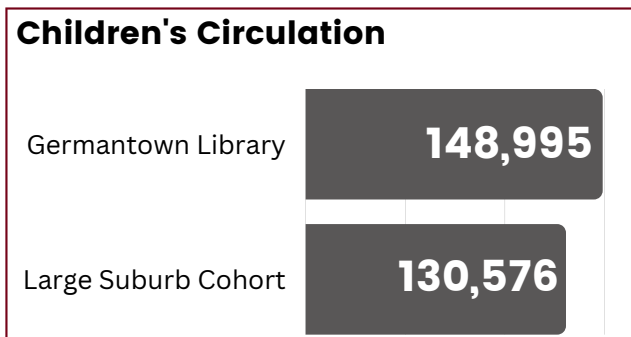


GCL had a higher number of resident and non-resident cardholders than comparable libraries. (Data source: WiLS Annual Report Statistics 2019)

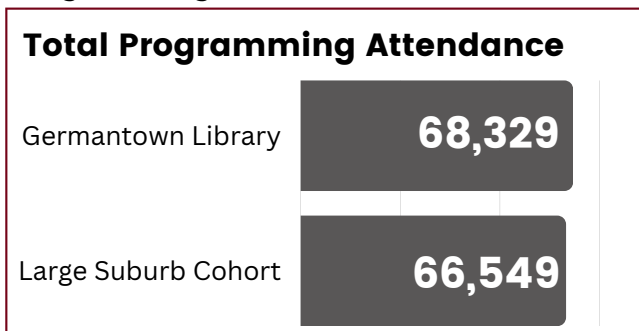
Circulation



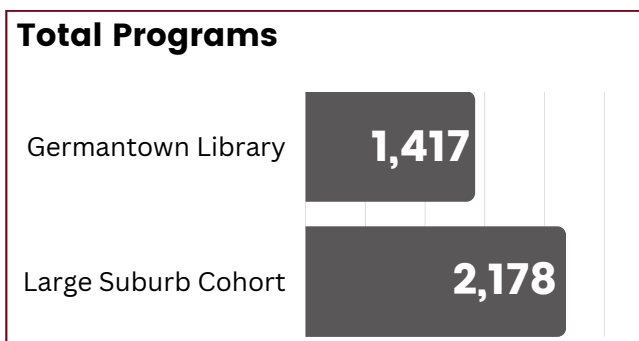
GLC outpaced peer library circulation, driven in particular by children's circulation. (Data source: WiLS Annual Report Statistics 2015-2019)



Programming



GCL offered fewer programs than peer libraries, but saw higher attendance numbers. (Data source for both charts: WiLS Annual Report Statistics)



A strategic plan is future facing, but rests upon the existing strengths of any organization. In order to maintain excellent services and a high quality collection, the library will continue to prioritize the fundamentals: collections, cardholders, and programming. This is directly in response to community needs and expectations of the Germantown Community Library. As one community conversation attendee put it, "How-to's, learning, education – it's at the library. Get it all at the library."

Goal 2: Growing Spaces

Flexible, multi-purpose spaces and a presence in and around the community means Germantown Community Library meets people where they are, and appeals to a wide variety of audiences and their needs.

Objectives

- Develop pathways for expansion of the library's footprint
- Improve visitor and staff satisfaction within the physical library space

The Germantown Community Library has successfully met community needs through collection development, outreach and partnership building, and programming. However, the population of Germantown and the surrounding, non-librariated communities continues to grow, resulting in more, and also varied, demands on the library's spaces and services. Although the library's building is comparable in size to its cohorts, it has a larger patron base and participation rate, reinforcing both the need and community support for library services and spaces. It can be difficult for any library to balance the space needs for all patrons. As the Germantown Community Library has, in the last decade, added programming, early literacy activities in the children's space, and creative spaces, it has become busier and more lively. This has resulted in the need for quiet spaces where patrons can read, study, and explore without interruption.

"My usage of the library has changed as my kids have grown up. Now I appreciate quiet space for adults and books easily visible that catch my interest, but before I most appreciated a place for kids to read, listen, and tinker/play. I'm amazed with all the library has been putting out there lately--so many activities. I hope you have lots of folks taking advantage of and enjoying all the library has been offering."

-2022 Community Survey Response



Data and information gathered in the planning process points toward support and need for building expansion. Survey respondents' top priority for improving the physical space of the library was the creation of a designated quiet space to read and work, something not possible with the current building's footprint.

Based on a Survey Scale of 1-5 (1=lowest, 5=highest)

Building Expansion Priorities	Weighted Score
#1 - Create a designated quiet space to read, work or study.	4.23
#2 - Create a Makerspace area.	3.95
#3 - Create more interactive activities in the Children's Area.	3.65
#4 - Create more collaborative spaces and group study rooms.	3.26
#5 - Create a space for teens.	3.07
#6 - Provide options for pick up of material.	3.05

Community conversations and the survey clearly indicated community support for library expansion. Here are just a few statements shared via the community survey:

"We need to make the GCL a multi-use space for all ages. Need more meeting rooms like a Boardroom and smaller spaces for individuals to study. It should be a place for families to go to spend part of the day...Let's create a space that everyone would like to come to and stay for a long time."

"I would love to see a second floor added to the library to create a separate children's space. Both adults and children would benefit from different usage areas."

"I love the library and they do an excellent job of providing spaces to learn! I would love to see more study rooms/quiet spaces to study because they help me so much with school!"

Of course, some improvements to the existing space can also be made through careful study and intentional updates.

Goal 3: Growing Collaborations & Community

Through careful practices and meaningful community relationships and partnerships, the Germantown Community Library will bring people and groups together to learn, accomplish goals, and build connections.

Objectives

- Improve, document, and share internal processes and practices to identify, define, and evaluate relationships and partnerships.
- Expand and strengthen connections and partnerships among existing and new community networks, especially those that help members of the Germantown area and surrounding communities to learn, build relationships, and connect with each other.
- Expand outreach services of material and programming outside of the library building to residents in Germantown, Richfield and Jackson.

Throughout the planning process, the library heard from staff, trustees, and community members that the Germantown area and surrounding communities have a plethora of service organizations, government and civic agencies, and community groups to serve the varied needs of residents. While there are strong services and partnerships, community conversation participants shared that there is room for better coordination to improve access to services, reach more people, and decrease duplicative efforts. The community conversations showed gaps in awareness of local services and helped build connections and partnerships in real time, with individuals staying after to exchange information with each other.

Over 90% of survey takers strongly agreed that the library is important for the community.

The Germantown Community Library has worked to create and cultivate relationships throughout the Village and surrounding area. The library has started to go beyond community outreach to community partnership building. Hiring a Library Outreach Specialist in 2021 has helped solidify the library's outreach and community building efforts. The library is seen by many as a natural partner, whether they are hosting community events, participating in committees, or visiting locations off site. In fact, the library has regular requests from community partners to host, promote, or take part in local events and happenings. The library's success in this area has resulted in a real need to define and systematize community partnerships and the processes that can help with prioritization and to ensure these partnerships thrive.



Goal 4: Growing Community Awareness

The library, the Germantown community, and the surrounding area have an abundance of events, opportunities, and resources to offer and the Germantown Community Library can improve awareness of these through thoughtful partnerships and impactful communications.

Objectives

- Increase patron and community awareness of the resources and services offered by the library and Monarch Library System.
- Develop and implement communication tools to connect with different government boards and officials throughout the Germantown area, non-librariated communities and Washington County.
- Create a marketing plan that incorporates local communication channels.

There is always room for increased awareness of the services and resources available through the Germantown Community Library. Whether one is a resident of Germantown, Richfield, or Jackson, or a Germantown Village Trustee, messaging to showcase the work and value of the library should be clear and easy to find and follow. The library has a healthy (and growing) communications toolbox: the electronic newsletter and communications in the library are excellent ways to reach library users, and the library’s social media presence, with over 3,500 followers on Facebook, is a powerful way to reach those that visit the library less frequently. Gaps in various age groups and service populations provide opportunities for the library to increase awareness for non-library users.

The community survey showed high awareness of core library services, such as books to borrow, computers and wi-fi, and the children’s area. It also revealed some services the library could increase awareness of by using appropriate messaging and channels.

Less than a third of Regular Library Users indicated awareness of the following services at the Germantown Community Library



Community conversations highlighted the fact that effective communication is a challenge throughout Germantown and the surrounding area; people are not always sure where to find community information. Service providers and community groups shared a desire for a centralized pathway to amplify messages and reduce duplication of, or gaps in, sharing about services and events. In its physical and metaphorical role as a community center, the library has a role in helping improve awareness of community events—though this must be done with the library’s mission and capacity in mind.

Goal 5: Growing Organizational Wellbeing

The state of the Germantown Community Library depends on the financial and wellbeing of the library and of the library's staff. Both will be prioritized through careful practices and meaningful action.

Objectives

- Create and cultivate new philanthropic partnerships, sponsorships, and pathways to ensure the financial health of the library.
- Expand organizational capacity to maintain and grow service areas.
- Develop internal infrastructure to document and train on library activities, processes, and practices.
- Continuously promote an internal culture that focuses on staff wellbeing.

Stewardship, the responsible management of the library, is a core value of the Germantown Community Library administration and staff. It includes the responsibility to cultivate of income streams that are sustainable and supportive of the library's operations and the community's needs. The survey and community conversations showed the need for an expanded library with multi-purpose spaces that serve a diverse array of ages and stages. The library and the Board of Trustees understands that the funding of this initiative will need to involve a multi-pronged approach that includes donations, partnerships, and municipal support, both in Germantown and non-librariated communities the library serves.

The Germantown Community Library has been incredibly successful in pursuing its mission over the past several years. Program numbers have increased, outreach has been prioritized, and partnerships sought and sustained, all on top of the traditional operations of the library. This success means the library needs to look carefully at organizational capacity, balanced workloads, and the ability to attract and retain top notch staff, who are the heart of the library and its successes.

*"I have found that every interaction I have had with every staff member has been extremely friendly and showing a desire to help. Thank you!"
-Community Survey Response*



IMPLEMENTING THE PLAN

The Germantown Community Library Director will regularly update the Library Board each year of the 5-Year Plan (2023-2027) following the timeline below on the implementation progress of the strategic plan.



February / March

The library director, with staff input, will provide the Library Board, Village Board, and Monarch Library System with a report on progress made toward implementing the plan through prioritized activities/projects.



May / June

The library director, with staff input, and the Library Board will review current year goal progress, and make necessary changes based on changes in conditions and capacities. Additionally, the library director with staff and board input will identify key priority activities/projects for the next year, in preparation for the library's budget process.



June - November

The library director, with staff, library board and village input, prepares the library budget taking into consideration the identified activities/projects to achieve the defined goals.



September / October

The library director, with staff input, will provide the Library Board with a summary of the current year's goal progress and make necessary changes based on changes in conditions, capacities and remaining budget.



November / December

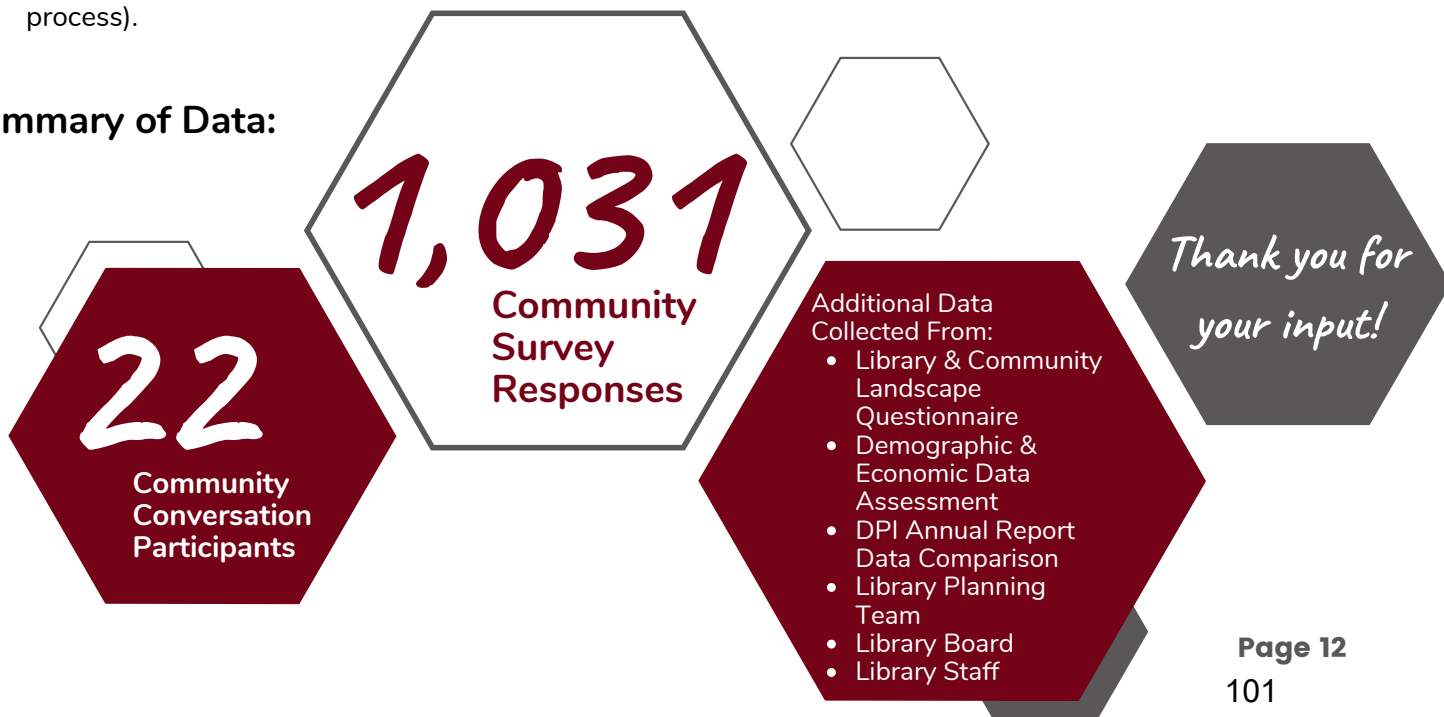
The library director, with supervisor input, will provide feedback to staff in their performance reviews on progress made on activities/projects for the past year.

ABOUT THE PROCESS

In late 2021, the Germantown Community Library formed a strategic planning committee with representatives from the library staff, Library Board, and the Library Friends group. This group, led by the library director, oversaw the planning process, from data and information gathering to the writing of the plan, with consultants from WiLS (Wisconsin Library Services) helping guide the process and providing data expertise.

- November 1, 2021: A Library and Community Landscape Questionnaire, completed by the planning team.
- January 11, 2022: A Library Staff SOAR (Strengths, Opportunities, Aspirations and Results), facilitated by consultants. Work on the refreshed mission statement was also completed during this meeting.
- January 12 – February 7, 2022: Conducted a Community Survey that was completed by 1,031 community members, including both users and non-users of the library.
- February 3 -11, 2022: Three Community Conversations that were facilitated by consultants and attended by planning team members. The conversations were attended by twenty-three community members including business and civic leaders, educators, local residents, and library patrons from Germantown, Richfield and Jackson.
- Annual library operations and service data submitted to the Wisconsin Department of Public Instruction (DPI) for the years 2015-2019. Due to the COVID-19 pandemic statistics for 2020 and 2021 were not used as a result of library closures and limited services available to patrons.
- Demographic and economic data from the American Community Survey and the 2000 and 2010 US Census (2020 data was not available publicly during this process).

Summary of Data:



ACKNOWLEDGEMENTS

This process would not have been possible without the involvement of the communities of Germantown, Richfield and Jackson. The library offers sincere appreciation for the time community members spent completing the survey and taking part in community conversations.

The library would also like to thank all of their staff members for their work and dedication throughout the planning process.

Special thanks to the planning committee members who spent several months and many hours ensuring that the 2023-2027 Strategic Plan meet the needs of the Germantown Community Library and those it serves. Members were:

- Trisha Smith, Library Director
- Connie Lloyd, Library Assistant Director
- Cara Reimer, Library Outreach Specialist
- Joyce Nelson, Library Board President and Monarch Library System Board Member
- Jan Miller, Library Board and Village of Germantown Trustee
- Joletta Kerpan, Library Board Trustee and Germantown Chamber of Commerce Executive Assistant
- Barb Pueringer, Friends of the Germantown Community Library Member

2022 Library Board of Trustees

- Joyce Nelson, President
- Christa Potratz, Vice President
- Darlene Vosen, Treasurer
- Charlene Brady
- Joletta Kerpan
- Jan Miller, Village Trustee Representative
- Trisha Smith, Library Director

Finally, the Germantown Community Library would like to thank Laura Damon-Moore, Kim Kiesewetter, and Melissa McLimans from WiLS for their plan consultation and facilitation services and data collection and analysis.



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Like us on Facebook!

Superior Public Library

Strategic Plan
2025-2029

Superior Public Library Strategic Plan

2025-2029

Adopted February 12, 2025 by the Superior Public Library Board of Trustees

Mission and Values

As a cornerstone institution in our community, Superior Public Library's mission focuses our efforts as champions of reading, learning, and creating connections to inspire all to grow. The Library's values guide our daily work and commit us to serve everyone in our community.

Mission

The Superior Public Library helps people in northern Wisconsin achieve personal and community growth by encouraging young readers, inspiring imagination at all ages, and connecting citizens with one another and the broader world.

Values



Accessibility

The library is an accessible and welcoming place for all community members and visitors.



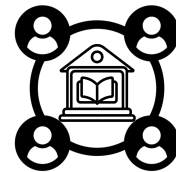
Objectivity

The library provides an up-to-date collection of resources which respects the many different views of the community.



Learning

The library fosters a lifelong love of learning for all ages.



Relevance

With thoughtful stewardship, the library is an essential resource that provides services which are important in the daily lives of community members.

About the Superior Public Library



With our main library located in the heart of Superior's historic downtown and two branch libraries in the villages of Lake Nebagamon and Solon Springs, the library serves the city of Superior and the residents of Douglas County. Like the history of the Superior region displayed in the [thirty-five mural panels](#) in our beautiful building, the library continuously moves forward by innovating and delivering services that grow and inspire our community.

The library is supported by our patrons and our engaged community. We are also supported by an active [Friends of the Library](#) group and an impactful [Superior Public Library Foundation](#). Our diligent and dedicated [Library Board of Trustees](#) ensures that the library is a strong steward of the public good, providing the spaces, resources, and people the Superior community needs to learn, engage, and grow.

Like almost all libraries in Wisconsin, Superior Public Library saw declines in library visits and use during and just past the COVID-19 pandemic and resulting closures. However, in the past two years, the library has seen a rebound in all of our service usage. We are excited to see our community attend more programs, check out more books, and visit the library more frequently, and will do all we can to invite even more use and awareness of our library. Here is just a snapshot of how the Superior community interacts with the library¹:



- In 2023, we had almost 12,000 cardholders - a 17% increase from 2022!
- We had 109,568 visits to the library in 2023 - over 10,000 more than the previous year.
- Just under 160,000 items were checked out at the library, 70,000 of which were children's materials.
- With 110,685 print items in our collection (not to mention audio material, video items, our growing Library of Things, and eBooks) we have, on average, 9 items per cardholder, so we always have something for our patrons!

¹ These statistics are from Wisconsin's Department of Public Instruction (DPI)'s Public Library Annual Report data, which includes data up to 2023.

- 57 cents - that's how much we spend, on average, for each of our physical items. Try getting that deal anywhere else.
- In 2023, we had over 30,000 eBooks uses.
- Our computers were used 7,341 times and our wifi was used over 15,000 times.
- We hosted 222 programs in 2023, with just over 5,300 attendees -- that's an average of 26 people for each of our programs. And, it's about 2,000 more people at programs than in 2022.
- We also attended city meetings, visited our schools and nursing homes, and have built our knowledge and sharing of city and community resources, to make sure our patrons are connected to the services they need, even when we are not the direct provider.

Building on Success

The Superior Public Library made great progress towards the goals and objectives of our 2020-2024 strategic plan. Key successes include:

- We did meaningful work to become a center for community service information and resources. We created a bulletin board and a community resource guide to point our patrons to services and resources in our community. We hired a Community Resource Specialist, who has office hours and attends resource fairs. We have also supported our staff with a variety of training opportunities.
- We collaborated with community partners, including the Douglas County Historical Society, nursing homes in the area, our schools, the homeschool community, the Aging & Disability Resource Center, UW-Superior, and LiveWell WI.
- We developed new services and programming that inclusively meet the community's needs. We completed the DPI Inclusivity Assessment, created book displays aimed at inclusivity, and worked with the city DEI advisory group to make recommendations to the board and the Mayor's Commission on Communities of Color. We also embraced new programming, such as Zine programming, Dungeons & Dragon sessions, and even tie-dye and poured painting.
- We went fine-free as part of our efforts to make access to the library as easy as possible.
- We focused on innovation and implemented new ideas to make the library a more accessible, exciting, and safe destination for all. We shored up our behavior policies and developed our social work approaches and service with empathy. We made practical improvements, like better outdoor lighting to increase safety, and participated in several



safety training sessions. We got out of the library and on our book bike to bring the library to the community.

- We made sure the Superior community was better informed about (and entertained by) all that's happening at and with the library. We established a newsletter, which already has 1,200 subscribers, created library swag, and experimented with special events such as online card signups, National Card signup month, Library Lovers' Month, a Passport Program, and Did You Know features on Facebook.
- We also ensured our staff aligned with community needs and the library's mission. Examples include hiring a new outreach position, increasing conference attendance, library interns, and intentionally finding workflow improvements to improve capacity.
- Our Board of Trustees, Friends Group, and Library Foundation all made big differences in the library's success.



About the Planning Process

Starting in the summer of 2024, the Superior Public Library began a strategic process that evaluated its previous plan and looked to the future. One of the first steps for the library was to form a planning team to inform and guide the process alongside consultants hired from [WILS](#) (Wisconsin Library Services).

Superior Public Library's Strategic Planning Team

Sue Hendrickson, Library Board President

Susan Heskin, Library Director

Ellen Kreidler, Library Board Vice President and Friends of Superior Public Library President

Leslie Mehle, Library Manager of Programs and Partnerships

Garner Moffat, Library Board Member

Lexi Nevin, Library Community Resources Specialist

Jim Purvis, Library Board Member and Library Foundation President

Heather Rickerl, Library Board Member

Erin Schilling, Superior School District and former Library Board Member

Jenny Tahtinen, Librarian and Administrative Assistant

The process relied on robust data and information collection to identify key community and library trends and needs. The data sources included:

A director and staff self-evaluation of the most recent strategic plan. This assessment identified key accomplishments in the previous plan and areas of work to be continued in the next plan.

A planning team landscape questionnaire. The questionnaire asked team members to identify library and community aspirations, issues, and needs.

DPI Annual Report data. The planning team had access to a data dashboard that offered visualizations of key service data for the previous five years and a look at the Superior Public Library compared to a cohort average of similar libraries identified through statistical modeling.

A library staff Strengths, Opportunities, Aspirations, and Results (SOAR) engagement session. This in-person meeting invited all staff members to identify strengths the library can leverage and areas of opportunity in the coming years.

A library board conversation. Complementing the staff SOAR, the board conversation gathered information about the community's challenges and aspirations and the library's strengths, opportunities, and aspirations.

A community survey. Nearly 250 community members completed the community survey. This survey was compared to the 2019 survey to identify changes in community perception, awareness, values, and needs and paths for the library to consider in the next five years.

Community Q & A Boards. Installed at each branch location, these boards asked library patrons three big questions (What is Superior’s biggest strength? What is Superior's biggest need? How can the Superior Public Library most help?) by sharing thoughts using notes. The installation collected community input over the course of several weeks.

Stakeholder Interviews. Members of the Superior community were identified by the planning team for WiLS consultants and planning team members to interview. The 22 interviews provided qualitative data and insight into community strengths and opportunities and what catalyzing role the library might play.

Theming worksheets. After the data was compiled, analyzed, and shared back with the planning team, each member completed a theming worksheet to identify overarching themes that became the foundation for the plan’s goals and measurable objectives.



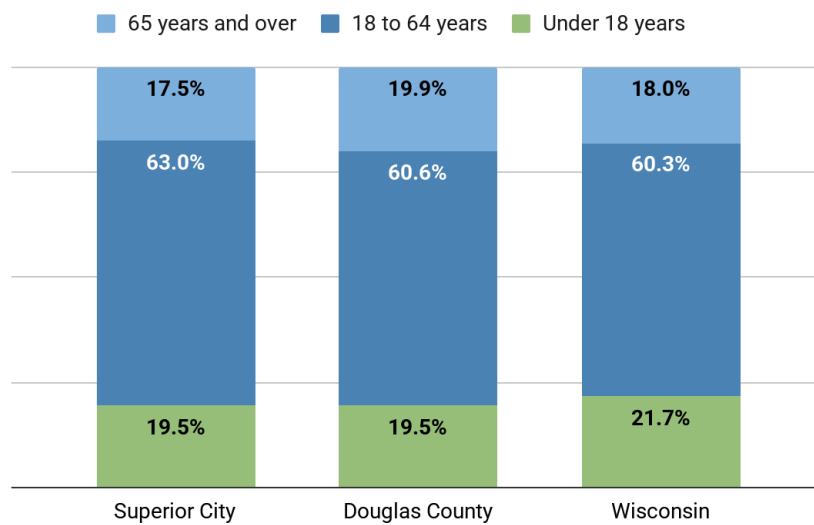
What We Learned

In some cases, the data and information in this planning process clearly showed that the goals and objectives of the 2019-2024 plan were still very relevant to the work today and in the coming years. The data also pointed to new goals, new objectives, and new approaches to the services, spaces, staffing, and resources of the Superior Public Library.

Overarching Themes

Community needs are constantly changing, and the library needs to be ready and responsive.

There is a substantial senior population in Superior, with roughly 18% of the population over 65. On the other side of the equation, about 20% of the population is under 18. We heard in interviews, the community survey, and Q&A boards that services, collections, and spaces for these two age groups were important to the broader community. There may be places for the library to fine-tune its hours, services, and resources to best align with our community.



There are strengths to grow in Superior and at the library. There is something special happening in Superior. Both the city and the library have embraced a distinct growth mindset. Innovative developments, a reinvigorated downtown, new staff, and expanded talents abound. The library can further embrace, reflect, and be ready for this growth by having well-trained and prepared staff, aligning services with this growth at the city level, and being active in groups that are forming in response to growth, especially those that are focused on the expected influx of temporary workers.

Importantly, community members are incredibly satisfied with the level of service they receive from the Superior Public Library, further indicating that the library has deep strengths they can leverage into the future.

Community members’ perception of the value of the library and its services remained high between 2019 and 2024, with notable increases in the percentage of community members who believe the library exposes people to new things and helps them find information they can trust.

Library Perception Statement	Agreement 2019	Agreement 2024
The library is important for the community.	96%	98%
The library is important to me and/or my family.	94%	95%
The library exposes people to new things.	81%	94%
The library helps people find information they can trust.	85%	91%
The library is effective at promoting literacy and a love of reading.	86%	90%

Outreach and partnership opportunities abound. Along with the library’s growth mindset, it also has a newer outreach position and social worker, both of which rely on and can expand partnerships. Some of the clearest needs we heard relate to a lack of mental health services, drug use, and an unhoused population. The library can’t solve these societal problems, but they can be part of a larger coalition focused on improvements. The library is and can continue to be a strong partner in this area. Schools, senior centers, and the Spanish-speaking community were identified as groups to focus on in outreach efforts. However, the library will want to do this carefully with some parameters in place, understanding that staff capacity limits are very real.

Community members ranked the following service priorities on the community survey:

- #1 - Increased coordination with local schools.
- #2 - Offer more technology skills programming.
- #3 - Offer more job / employment services and programs.

The Superior Public Library can further efforts to be a community hub, welcoming people in through unique, compelling spaces. Placemaking is “a participatory process for shaping public space that harnesses the ideas and assets of the people who use it,” and the desire of staff, board, and community to take part in this process was clear throughout the strategic planning process. The building is beautiful and functional, but there is a desire to improve the outdoor space, create a go-to destination (arts, music, and local history were mentioned by many participants), and make people feel welcome and comfortable - like an extension of their living room.

Community members were asked to rank their priorities for potential changes to Superior Public Library’s outdoor spaces:

- #1 - Improve outdoor seating options.
- #2 - Improve the library’s parking lot.
- #3 - Improve outdoor book drop service.



Strategic Plan 2025-2029

Goal One: Community

We will strengthen our role as a vital community resource, strategic partner, and coalition builder.

Why this Goal

Feedback from the planning process highlighted that Superior and its surrounding areas have distinct social, economic, and health needs that affect the library. The library, in its supportive capacity, plays a significant role in addressing these community needs. Community members, through 1:1 interviews and library Q & A Boards, and staff, through the SOAR conversation, noted that housing, mental health, and social service resources are in demand. The planning process also showed that the library is impacted by recent demographic changes, such as an increase in the senior population, and needs to be prepared for upcoming shifts, such as an influx of temporary workers for a large construction project.

“I love the library. It is here that I have been able to feel some sense of community, simply from welcoming faces and the space to simply exist. I believe any sort of outreach to help the community with health care is an incredible idea. To have trusted information and resources for the community to consume is an invaluable opportunity for the library to offer. I believe it is very important to use easy to understand language, offer a safe space for asking questions, and preemptively find ways to get messages across to people with diverse backgrounds.”

-2024 Community Survey Respondent

Staff expressed a goal to better connect with underserved community members and groups, expand outreach capabilities and resources, and envision a branded outreach vehicle and book kiosks in various locations around town. The staff and board are enthusiastic about exploring and embracing the concept of extending the library's presence beyond its physical building and integrating it throughout the community.

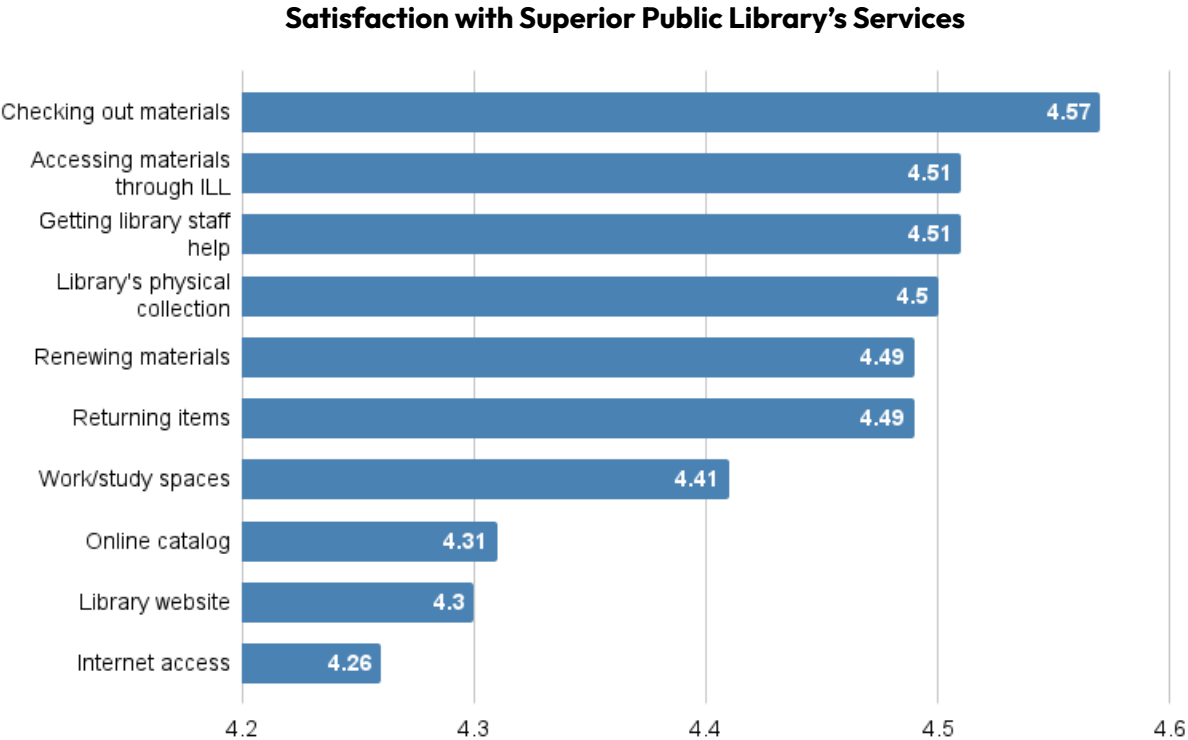
Goal 1 Objectives	Action Opportunities and Strategies
<p>Cultivate our coalition approach to social service needs in Superior and continue to be a center for community services, information, and resources.</p>	<p>Develop, support, and leverage connections with service agencies, law enforcement, charitable groups, and healthcare organizations.</p> <p>Continue to expand social work and community services, including our existing communication and sharing tools within the library.</p> <p>Provide Memory Care support.</p>
<p>Leverage staff expertise and resources to grow outreach services and be more present in the Superior community.</p>	<p>Utilize the library outreach position and skills to reach and meet changing community demographics and needs (e.g., homeschoolers, aging population, rural residents, temporary workers, college and university, the school district, etc.).</p> <p>Continue to build book bike use.</p> <p>Offer select services outside of the building campus, tying into existing community events.</p>
<p>Build strong connections with critical community partners, especially our schools and organizations that support senior residents.</p>	<p>Develop and grow connections with school library staff, teachers, student volunteers, and homeschool groups to determine how the library can best support their jobs and needs.</p> <p>Build awareness with students, parents, and schools through direct outreach.</p> <p>Continue partnerships to support aging adults (e.g., memory cafes, collaborating with the senior center and the Aging & Disability Resource Center, etc.).</p>

Goal Two: Services

We will continue to improve our services with a focus on being responsive to the needs of our continuously evolving community.

Why this Goal

The community survey indicated high satisfaction with the Superior Public Library's services, particularly in finding materials, receiving assistance from library staff, and utilizing work/study spaces. Despite the overall high levels of satisfaction, community members, staff, and board members shared numerous ideas for new services and approaches, including programming suggestions and hours of operation. Both staff and board members have expressed a willingness to experiment and innovate, while carefully balancing community needs with the library's capacity.



Scale: Very dissatisfied (1) to Very satisfied (5)

“The library is my favorite resource in the city. It is a true community space that brings people together and offers vital services without the obligation of purchasing something.”

-2024 Community Survey Respondent

Goal 2 Objectives	Action Opportunities and Strategies
Develop services, resources, and programming that inclusively meet the needs of the community.	<p>Increase access to and knowledge of technology and how to use it.</p> <p>Focus on digital content and eBooks to build a larger electronic collection.</p> <p>Offer “drop-in” programs on a regular basis to provide many opportunities for connection.</p>
Generate, test, and implement new service ideas to make the library a more accessible, exciting, and safe destination for all.	<p>Examine hours and programming times in conjunction with staffing capacity to best meet community needs.</p> <p>Perform continuous learning and engagement; stay in touch and informed to meet community needs.</p> <p>Provide drop-in activities, particularly those suited for senior community members.</p> <p>Help Superior shine by showcasing performers and artists.</p>

Goal Three: Environment and Experience

The library will be a place where our community members can explore, connect, and feel at home.

Why this Goal

The Superior Public Library is a beautiful and beloved building with ample parking, easily accessible shelves, artwork, and a lovely atrium. However, staff, board, and community members have expressed ideas for enhancing spaces and experiences. The planning process repeatedly highlighted the importance of improving outdoor spaces, including better parking, comfortable seating, and a more conveniently placed book drop. Additionally, there is a strong desire for the library to become a key destination, particularly by supporting the growing arts and music community and providing unique experiences in a distinctive space.

Improvements to the library's physical space and layout should be complemented by fostering a culture of welcome. Community members should be able to easily navigate and feel at home within the library.

“I absolutely adore the Superior Public Library and would love to see the facilities expand to offer additional multipurpose spaces for community use, a makerspace, an art gallery, additional indoor play space, and a demo kitchen.”

-2024 Community Survey Respondent

Goal 3 Objectives	Action Opportunities and Strategies
Improve our understanding of library spaces, community needs, and capacity to design changes that effectively meet varied community needs.	Perform a space analysis to evaluate the facility and its use and reallocate space. Establish a routine for reporting and reviewing feedback and data to ensure continuous improvement and responsiveness to community needs.

Goal 3 Objectives	Action Opportunities and Strategies
<p>Enhance existing and develop new spaces to keep experiences fresh, exciting, safe, and increasingly accessible.</p>	<p>Supplement parking lot improvements with expanded outdoor presence (i.e., seating, concert spot, etc.).</p> <p>Update the children’s play area.</p> <p>Continue the focus on inclusivity in physical spaces.</p>
<p>Develop staff approaches, services, and signage that create a welcoming atmosphere for our community, encouraging them to stay and engage with the library.</p>	<p>Design and place clear, friendly, and multilingual signs throughout the library.</p> <p>Conduct regular customer service training focusing on inclusivity and hospitality.</p> <p>Host community events and open houses to welcome new visitors and build relationships.</p>

Goal Four: Internal Supports

We will work to align our resources and capacities to embody and communicate the library’s mission, staff needs, and the goals of this plan.

Why this Goal

We heard frequently in this process that more than anything else, the community values the staff of the Superior Public Library. When asked via Q & A boards what the biggest strength of the community is, many participants noted the staff, sometimes by name. The library also knows that our volunteers, including our Board members, Friends, and members of our Foundation are integral pieces of our success. In order to successfully reach the goals of this strategic plan and embody the mission and values of our library, the library must be well-supported and organized.

“I am beyond thankful for the library and while I know in the end money plays a huge role on what’s ahead I know there are visionary people who work tirelessly to provide our community with the wonderful services you do. I trust you will continue as we, as patrons, feel your passion and commitment loud and clear though the wonderful activities and services you provide. We appreciate you, Superior Public Library!”

-2024 Community Survey Respondent

Goal 4 Objectives	Action Opportunities and Strategies
<p>Ensure staff have balanced workloads and the training and support they need to best serve the community and meet the vision of this plan.</p>	<p>Carefully consider capacity as new services or projects are considered.</p> <p>Leverage the interests and talents of staff by offering them the opportunity to become more involved, while acknowledging that participation is voluntary and recognizing the importance of those who fulfill their core job responsibilities.</p> <p>Continue creating and having useful and team-building staff development days.</p>

Goal 4 Objectives	Action Opportunities and Strategies
<p>Enhance partnerships with the Friends of the Library and Foundation and examine, implement, and promote diverse volunteer opportunities to support the library's work.</p>	<p>Explore opportunities for volunteers to help with information on electronic, literacy and job services needs.</p> <p>Continue to build on the library's increased use of volunteer help and collaboration for projects, programs, and funding.</p>
<p>Explore and implement more flexible and creative approaches to staffing and organizational structure to increase the library's capacity to meet service needs.</p>	<p>Work with the city and/or other partners to facilitate/explore some workarounds or creative ideas to add library staff / capacity.</p> <p>Examine existing programs in the county that could be utilized (i.e. job coaching services) to be a site for job and/or skill training with external partners looking to place workers.</p>

Goal Five: Communications & Marketing

We will enhance the library's visibility with compelling and effective marketing and communication efforts to help solidify us as a go-to destination.

Why this Goal

Since the last strategic plan, the Superior Public Library has significantly raised awareness through enhanced communication and marketing activities. The library has adopted new communication methods, including a successful newsletter and a strong social media presence. As communication channels and community needs are continuously evolving, it is essential for the library to build on its successes and continue its communication, marketing, and advocacy efforts to remain relevant and be recognized as the community's welcome center.

Goal 5 Objectives	Action Opportunities and Strategies
<p>Identify new marketing strategies to increase visits, new users, and awareness of library services and offerings.</p>	<p>Increase awareness of our many programs and services by reaching outside the building with both proven and new marketing strategies.</p> <p>Promote services beyond books and reading and increase library usage as a community third space and bring in non-users or infrequent library users.</p> <p>Develop outreach/marketing strategy that includes regular local media spots, a marketing budget, more radio ads, paid Facebook ads, etc.</p>
<p>Build our “brand” as a welcoming destination and community partner.</p>	<p>Design communications that lean into messaging that focuses on the library as a welcoming place and a community living room.</p> <p>In preparation for the influx of workers, create introductory marketing materials, welcoming the new, temporary community members (and their families) to the area and the library.</p> <p>Consider marketing and communication materials in multiple languages.</p>

Goal 5 Objectives	Action Opportunities and Strategies
<p>Increase engagement with various community members and stakeholders to develop a broad team of advocates to support the library's long-term success.</p>	<p>Engage with community members, local businesses, and government officials to highlight the library's essential services and programs.</p> <p>Raise awareness of the library's contributions to the community (public presentations, social media efforts, and participation in local events) to build a broad base of support.</p>

Implementation, Communication, and Assessment

The Superior Public Library Director and staff, in consultation with members of the Superior Public Library Board, will prioritize service goals and coordinate activities from the strategic plan to develop annual action plans. The management team, the staff, and the library board will routinely review the strategic plan progress as meeting agenda items. Decisions regarding implementation will be made by the director, staff, and board members based on potential impact; available resources, including funding and staff time; and future changes that may arise from ongoing efforts to listen to the community and local, state, and national trends in library service.

Acknowledgments

The voices of Superior and Douglas County are reflected in this plan from the hundreds of people who contributed their time and ideas as part of this process by responding to our community survey, taking part in interviews, and sharing ideas through the Q & A boards. The library sincerely thanks those who offered their ideas and time. Your feedback was invaluable to the process.

The Library Director and Board thank the strategic planning team for its commitment to the Superior Public Library and the development of this plan. In addition, special thanks to the staff of the Superior Public Library. Their knowledge of the community they serve and the library not only helped shape the plan but will be vital to its successful implementation.

Finally, the library thanks Melissa McLimans, Laura Damon-Moore, and Kim Kiesewetter from WiLS (Wisconsin Library Services) for providing planning process management, data analysis, and facilitation services.



Goal One: Community

We will strengthen our role as a vital community resource, strategic partner, and coalition builder.



Cultivate our coalition approach to social service needs in Superior and continue to be a center for community services, information, and resources.

Leverage staff expertise and resources to grow outreach services and be more present in the Superior community.

Build strong connections with critical community partners, especially our schools and organizations that support senior residents.

Goal Two: Services

We will continue to improve our services with a focus on being responsive to the needs of our continuously evolving community.



Develop services, resources, and programming that inclusively meet the needs of the community.

Generate, test, and implement new service ideas to make the library a more accessible, exciting, and safe destination for all.

Goal Three: Environment and Experience

The library will be a place where our community members can explore, connect, and feel at home.



Improve our understanding of library spaces, community needs, and capacity to design changes that effectively meet varied community needs.

Enhance existing and develop new spaces to keep experiences fresh, exciting, safe, and increasingly accessible.

Develop staff approaches, services, and signage that create a welcoming atmosphere for our community, encouraging them to stay and engage with the library.

Goal Four: Internal Supports

We will work to align our resources and capacities to embody and communicate the library's mission, staff needs, and the goals of this plan.



Ensure staff have balanced workloads and the training and support they need to best serve the community and meet the vision of this plan.

Enhance partnerships with the Friends of the Library and Foundation and examine, implement, and promote diverse volunteer opportunities to support the library's work.

Explore and implement more flexible and creative approaches to staffing and organizational structure to increase the library's capacity to meet service needs.

Goal Five: Communications & Marketing

We will enhance the library's visibility with compelling and effective marketing and communication efforts to help solidify us as a go-to destination.



Identify new marketing strategies to increase visits, new users, and awareness of library services and offerings.

Build our "brand" as a welcoming destination and community partner.

Increase engagement with various community members and stakeholders to develop a broad team of advocates to support the library's long-term success.



Farmington Community Library

Strategic Plan 2023 - 2029

www.farmlib.org



One Library, Two Locations

FCL Farmington Hills: 32737 West 12 Mile Road

FCL Farmington: 23500 Liberty Street

WHY

The Farmington Community Library is a lifelong resource for the community. The library's committed staff, engaged patrons, and essential services create a welcoming and supportive community space. To align resources with the emerging priorities of the community, FCL has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a renewed strategic plan, FCL will focus efforts on creating community, expanding connections, and cultivating curiosity.

HOW

FCL initiated a strategic planning process in the Summer of 2022. Amanda E. Standerfer from [Fast Forward Libraries LLC](#) was engaged in August 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, holding staff and Board of Trustee sessions, conducting a community survey, and leading focus groups. In the Dream phase, the Planning Team discussed possible future pathways for the library. This strategic plan will guide FCL through the Do phase, as the library executes its vision for the future.



PROCESS TIMELINE

SEPTEMBER 2022 – MARCH 2023

The Planning Team spent months learning about community needs and developing strategies to advance the library’s mission over the next seven years.



VISION & MISSION



Vision

Growing a vibrant, connected community

Mission

We engage our diverse community through resources and experiences that celebrate ideas, inspire creativity, and enrich lives.



STRATEGIC DIRECTION 1

Create Community

We positively impact our community by providing a variety of library spaces, ensuring accessible services, and supporting collaboration and inclusion.

Goals

1. Create functional, welcoming, and collaborative spaces to engage and explore.
2. Provide barrier-free access to resources that support community members of all ages, backgrounds, and abilities.

Possible Outcomes

- People enjoy using the building
- High staff satisfaction
- Increased usage
- Space use is maximized
- Patrons find what they need
- Patrons feel supported
- Patrons think of the library first when they have a need



STRATEGIC DIRECTION 2

Expand Connections

We are a vital community resource. We aim to broaden partnerships, increase awareness, and foster new connections that emphasize the value of our work.

Goals

1. Explore and develop collaborations to raise awareness and impact of community resources.
2. Every community member understands that the library is vital and valuable.
3. Cultivate a sense of belonging for every community member at every stage of life.

Possible Outcomes

- Increased awareness
- Increases partnerships
- Increased usage
- Satisfaction with the library
- Patrons share stories of their connection to the community
- Patrons report their culture is reflected in the collection and programs



STRATEGIC DIRECTION 3

Cultivate Curiosity

Library staff and Board members are integral to our success. We will encourage an internal culture of growth that influences how we learn from and serve the community.

Goals

1. Nurture a responsive and innovative work culture that empowers staff members.
2. Utilize community input and data to evolve resources and explore new possibilities.
3. Ensure a sustainable future through prudent financial planning and intentional Board development.

Possible Outcomes

- Staff retention and high job satisfaction
- Patrons are satisfied with collections, services, technology, and programs
- Trustees feel equipped to make decisions
- Staff have data to make changes to collections, services, technology, and programs
- Successful millage
- Board satisfaction



NEXT STEPS

Implementation and Evaluation

Now that this plan has been adopted by the Farmington Community Library Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.



BLOOMFIELD TOWNSHIP PUBLIC LIBRARY

2023
-
2025



STRATEGIC PLAN



Bloomfield Township Public
Library

Planning Process

WHY

Bloomfield Township Public Library is a pillar of the community. Patrons love the Library's facility, collections, and customer service. To meet the emerging needs of its patrons, the Library has undergone a strategic planning process to align its resources with the priorities of the community. By implementing a new strategic plan, the Library will be able to focus resources on delivering programs, outreach, and collections for meaningful community connection while expanding innovative services for the community.

HOW

The Library initiated a strategic planning process in the summer of 2022. [Fast Forward Libraries LLC](#) was engaged in July to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed a community survey completed by 514 members of the community, five community focus groups, 11 interviews, and a Board and staff survey. In the Dream phase, the Leadership Team and Trustees discussed possible future pathways for the library. This strategic plan will guide the Bloomfield Township Public Library through the Do phase, as the Library executes its vision for the future.

Planning Team

- Katherine Bryant, Assistant Director
- Lauren Catoni-Ellis, Assistant Department Head of Youth Services
- Dani Gillman, Library Trustee
- Joan Luksik, Library Trustee
- Tera Moon, Library Director
- Ed Niemchak, Adult Services Librarian
- Anna Pelepchuk, Department Head of Circulation
- Florence Schenk, Technical Services Clerk

Library Board

- Keith Carduner
- Dani Gillman
- Judy Lindstrom
- Joan Lusik
- Joy Murray
- Shane Spradlin

Process Timeline

July 2022 - December 2022

The planning team spent several months learning about community needs and developing strategies to advance the library's mission over the next three fiscal years.

July

Planning Team Kick Off

August

Community survey; Staff and Board survey

September

Focus groups and interviews; Learning Report; Leadership Team and Board retreats

October

Plan development

November

Plan review and presentation to Board

December

Transition to implementation

VISION

The place to discover.

MISSION

We spark curiosity and imagination by connecting the community to resources, technology, and support.

Strategic Direction 1

ENHANCE OUR CORE

...to create responsive collections, functional and comfortable spaces, and seamless digital experiences.

1.1

Anticipate and develop collections in response to community needs that inform, entertain, and expand world view.

1.2

Reimagine use of library spaces for increased inclusion and flexibility.

1.3

Offer access to innovative technology resources, support, and education to provide robust digital experiences at all stages of life.

Success looks like...

- Increased patron awareness of and satisfaction with collections.
- Improved usage of spaces to meet patron and community needs.
- Expanded availability and usage of technology and digital resources.

Strategic Direction 2

CONNECT THE COMMUNITY

...with each other, with opportunities to be creative, and with new experiences.

2.1

Bring people together around diverse interests and thought-provoking topics.

2.2

Expand opportunities for people and groups to create and explore.

2.3

Deepen engagement with all community members by listening to and learning about needs.

Success looks like...

- Patrons participate in program topic selection and programs better represent diverse patron backgrounds.
- Increased awareness and circulation of non-traditional collections.
- The library is known as a place to create and experience new things.
- Community outreach and partnerships increase awareness and bring new patrons to the library.

Strategic Direction 3

BUILD ORGANIZATIONAL CAPACITY

...for strong operations, satisfying employment, and a collaborative culture.

3.1

Practice learning organization principles.

3.2

Update recruiting, hiring, on-boarding, and retention practices using a diversity, equity, and inclusion lens.

3.3

Cultivate a collaborative culture by focusing how we work together.

Success looks like...

- Staff training and Board learning opportunities increase confidence and better utilize individual and team strengths.
- Transparency and equity are evident in hiring and internal policies.
- Staff and Board create and use guiding principles to increase collaboration.
- Staff and Board feedback is used in decision-making.

After this plan is adopted by the Board, an activity plan will be completed and implemented by staff. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. Measurements for each goal will vary, and some activities will be best evaluated by things like circulation and cardholder statistics, while others may be evaluated by collecting data through patron surveys at regular intervals. Continued reporting of successes and challenges will ensure that the Library is transparent about progress and open to patron and staff feedback.

Bloomfield Township Public Library commits to a comprehensive review and update of this plan at its completion. This plan will move the Library significantly forward by guiding next steps on plans for core services, diverse community connections, and collaborative culture. This plan is an investment in the future of the Library and its community.

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025 Meeting
Re: Patron Code of Conduct Policy Review



Whitefish Bay Public Library Mission Statement

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting all people, inspiring a love of learning, and providing access to ideas, information, and resources.

Draft Update

LIBRARY CODE OF CONDUCT POLICY

In keeping with its mission to help people read, learn, and connect, the staff and Board of Trustees of the Whitefish Bay Public Library are committed to providing excellent customer service in a welcoming atmosphere.

Staff and library patrons share responsibilities to ensure this atmosphere is maintained at all times. The following guidelines are set forth to define those behaviors and activities that are and are not allowed on library property. Library staff will enforce these guidelines in a consistent and impartial manner.

Staff is committed to providing:

- 1) Courteous, respectful, and knowledgeable assistance.
- 2) Access to library resources.
- 3) A welcoming environment.
- 4) A clean building.

Library patrons have the obligation to:

- 1) Interact courteously with other users and library staff.
- 2) Keep library materials clean, unmarked, and intact.
- 3) Follow established computer use guidelines.
- 4) Refrain from entering the library when experiencing contagious symptoms.

The following behaviors and activities are examples of conduct permitted on Library property:

- 1) Pre-packaged snacks and covered beverages are permitted in most areas, except at public computers. All snacks must be cleaned up immediately by the patron.
- 2) Persons who because of a disability must speak and/or be spoken to in a loud voice shall be allowed to do so.
- 3) Service animals are allowed inside the building, along with animals brought in for scheduled programs.
- 4) Campaigning, petitioning, soliciting or selling of products or services, is allowed on the public sidewalk away from the front entrance (not under the portico).
- 5) Smoking and vaping are allowed on the public sidewalk away from the front entrance of the building (not under the portico).
- 6) Using Library telephones with permission from Library staff.
- 7) Locking bicycles at the rack provided outside the Library entrance.

The following behaviors and activities are examples of conduct prohibited on Library property:

Any behavior or actions not listed below will be left to the discretion of the Library Director or their designee for review and action.

- 1) General Behaviors
 - a) Violations of federal or state laws or local ordinances. Such violations are criminal offenses and are subject to prosecution.
 - b) Hiding books or other materials.
 - c) Removing books or other materials from the library building without checking them out.
 - d) Entering with concealed or openly visible firearms or other dangerous weapons, with the exception of those carried by authorized law enforcement agents.
 - e) Intentionally damaging, defacing, destroying, or stealing library property.
 - f) Carrying, consuming, and/or being under the influence of drugs or alcohol.
 - g) Engaging in any sexual contact or activity.
 - h) Sleeping for more than 10 minutes, or on a habitual basis.
 - i) Creating a disruptive atmosphere by neglecting to supervise children in one's care. Refer to the Library's Child Safety Policy for details specific to that topic. <https://bit.ly/4gy3ULk>
 - j) Violating computer use policies.
 - k) Campaigning, panhandling, petitioning, soliciting or selling of products or services are not allowed inside the library at any time, except if part of a library program (ie. An author selling books at an event)
 - l) Trespassing on Library property when banned from the Library.
- 2) Language
 - a) Harassing other patrons or Library staff through abusive language, following, or staring.
 - b) Behaving or socializing in a disorderly, boisterous, or loud manner.
 - c) Using profane or obscene language.
- 3) Use of Space
 - a) Blocking of aisles with personal items. This includes obstructing Library aisles or doorways with strollers or wagons.
 - b) Leaving personal items unattended on library premises at any time. Items may be removed from the library premises if they reasonably appear to be abandoned or have been left unattended for 30 minutes or more.
 - c) Use of furniture in any manner that may damage the furniture, such placing feet on the furniture or sitting on tables.
 - d) Using library restroom facilities for inappropriate purposes such as bathing.
 - e) Entering staff areas or using staff equipment without permission.
 - f) Bringing bicycles into the Library.
 - g) Roller-skating, skateboarding, or scootering in the building.
 - h) Bringing in animals or pets that are not service animals or for a library program.
- 4) Hygiene
 - a) Reeking from poor hygiene, smelly food, strong perfume, etc.
 - b) Entering without shoes or shirt, and any other manner of dress resulting in indecent exposure.
 - c) Removing shoes and exposing bare feet.
 - d) Removing base layer of clothing, so as to be shirtless or pants-less.
 - e) Food delivery is not allowed.
 - f) Messy, noisy, or strong-smelling foods are not permitted.
 - g) Smoking and vaping are not allowed on Library property adjacent to the front entrance (i.e. under the portico) or inside the building.
- 5) Noise
 - a) Using cell phones or audio equipment at a volume incompatible with the area of the library being utilized.
 - b) Loud and disruptive Ringtones or audible notifications from a cell phone or other devices.

- c) Having loud conversations in person or on cell phones.
- d) Engaging in horseplay, running, or fighting.

Enforcement

The Library Board authorizes the director and staff to enforce rules of conduct in the Library. Like all Library policies, the enforcement is nondiscriminatory and based on the severity of a violation.

Normally, enforcement involves four stages:

- 1) A patron who violates the Library Rules of Conduct receives up to two verbal warnings per week, together with a copy of the Library Rules of Conduct.
- 2) When committing a third violation, the patron is asked to leave the Library for the remainder of the day.
- 3) Additional violations result in barring the patron from the Library for an extended time period. Its length is determined by the Library Director and usually varies from one week to six months.
- 4) The Library Director notifies the patron or parent/guardian of a minor in writing of the decision.
- 5) Continuing violations result in suspending Library borrowing privileges as well as barring physical Library access. The time period is determined by the Library Director, who also notifies the patron or parent/guardian of a minor in writing of the decision.

Occasionally, the Library Director or staff encounter conduct violations that are criminal in nature or endanger the patron involved, other Library patrons, or staff. In these situations, Library personnel override usual enforcement procedures. Appropriate actions may include, but are not limited to,

- immediate expulsion of a patron from the Library.
- contacting the Whitefish Bay Police Department.

Appeal

Patrons, who wish to appeal an enforcement decision can do so by writing to:

President, Library Board of Trustees
c/o Whitefish Bay Public Library
5420 North Marlborough Drive
Whitefish Bay, Wisconsin 53217

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: April 1, 2025 Meeting
Re: Director's Reports



- 1) Village
 - a) Director Reed met with Village Manager Kelsey McElroy to work together on catching up and communicating.
 - b) DPW Director, Matt Collins, included Director Reed in planning meetings for the construction projects.
- 2) Building
 - a) The roof project and fire system project will begin 3/31/25. Each project is expected to last 6 weeks.
 - b) Director Reed was included in recent planning meetings and will be included in weekly communications.
- 3) Friends
 - a) The Friends book sale will occur May 2-4.
 - b) The 2025 Friends allocation to the library is \$28,000. This covers almost all library programming costs, a book repair machine, lucky day collection, museum passes, and Take & Tinker items,
- 4) MCFLS
 - a) At LDAC on 4/5 we will be discussing:
 - i) Statewide communications campaign supporting the IMLS and LSTA funding for libraries.
(1) www.wpr.org/news/small-wisconsin-libraries-might-be-hit-hard-trump-targets-federal-funding
 - ii) Proposal for Self-Registration Form Options
 - (1) This proposal outlines three options for an online self-registration form via Grove that will allow patrons to obtain a library card with varying levels of validation and staff involvement. The goal is to provide convenient access to library resources while balancing security and administrative oversight.
 - iii) Proposal: Automatic Removal of Fines Older Than Six Years
 - (1) To ensure compliance with Wisconsin Statute § 893.43, which limits debt collection to six years, this policy establishes an automated process for removing fines that exceed this timeframe. This procedure will reduce staff workload, maintain accurate patron records, and improve database performance by freeing space.
 - (2) Per a report provided by MCFLS, of 7,893 patrons registered for WFB, 656 have cards that expired before 1/1/2022. Of those, 656 owe money. 38 owe less than \$20.00. Total fines owed that are over 6 years old = \$32,519.50. Total fines owed that are less than 6 years old = \$3,119.65.
- 5) Foundation
 - a) Kicking off Spring Campaign 4/5 to coincide with National Library Week.
 - b) Plan to distribute door hangers to every house in WFB, with the help of 25 high school student volunteers.
 - c) Plan to place 100 yard signs throughout the Village.
 - d) Director Reed met with Foundation President Pequignot to discuss 2025 plans.
 - e) Director Reed met with Foundation Treasurer Lewis to complete 2024 taxes and discuss other annual filings.
- 6) Donor Tile Project
 - a) Director Reed was contact by Amy Wydeven, the tile artist. She has completed work on tiles in need of repair and is now creating the new tile for Barbara Bartley.
 - b) It took awhile to work with the glaze to obtain a color that matches the original tiles.
- 7) LibraryIQ
 - a) President Leinweber obtained a 1-month extension on our contract due to Director Reed's absence. Director Reed plans to reach out and request another month's extension.
 - b) Director Reed plans to prioritize learning and training staff on the collection management reports and the material purchasing module. Scott Lenski mentioned his staff has asked about those modules and are looking forward to using them.

